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BOSTON

B. A. I. S. 1908 with N. W. A. & Son



Marshaling the Telephone Forces

ON THE one hand is the Bell System organized to give telephone service to a whole people. Its network of wires reaches everywhere. Its thousands of switchboards connect 15,000,000 telephones. Its equipment has cost more than two billion dollars. A quarter of a million men and women contribute to its service.

On the other hand is the subscriber used to calling upon these telephone forces as he speaks to his neighbor in the next block, in the next state or across the continent. His contact with the Bell System is personal. His judgment of the telephone organization might naturally be based upon limited knowledge and a personal reaction, were it not the policy of the Bell System to take the public into its confidence—to discuss on the printed page its aspirations, problems and accomplishments.

To N. W. Ayer & Son this trust of "marshaling the telephone forces" through advertising has been a continuous inspiration during the sixteen years in which we have served the American Telephone and Telegraph Company of New York City.

N.W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK BOSTON

PHILADELPHIA

CHICAGO SAN FRANCISCO



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A CERTAIN SIGN of profitable farming. 85% of all Silos in the United States are in the states where

STANDARD FARM PAPERS

are the dominating influence.

Look for Silos on the country landscape. There you'll find the readers of The Standard Farm Papers.

American Agriculturist

The Farmer's Wife

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

Pacific Rural Press

The Farmer, St. Paul

The Breeder's Gazette

Hoard's Dairyman

The Nebraska Farmer

Wallaces' Farmer
Established 1895

Prairie Farmer, Chicago

Wisconsin Agriculturist

Western Representatives:
STANDARD FARM PAPERS,
INC.

Wallace C. Richardson, Mgr. 1100 Transportation Bldg. Chicago



Eastern Representatives:
WALLAGE C. RICHARDSON,
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95 Madison Ave.
New York City

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Vol. CXXVII

NEW YORK, MAY 8, 1924

"Out to Lunch"

It May Be an Excuse for Time Wasting or an Announcement Decisions of Importance Are Being Made

By James H. Collins

"YEH-but he's in a confrence"-in a tone that suggests, "What kin-yah-do-aboutit?"

"But he's out to lunch!"—with an air of helplessness.

"No—he's on his vacation!"—indignation that anybody should presume to spoil His holiday.
"Naw! he ain't with us any

"Naw! he ain't with us any more!"—with a note of scorn, "Where-you-been-you-don't know that?"

These are the four standard forms of alibi for He when you call him up. The vacation and lunch excuses are seasonal. From July to September there is no certainty of finding He when you want him (lately He may be in Florida any time from Christmas to April Fool's Day), while from twelve to as late as three He may be lunching—"No, he didn't say where he was goin'." At any other time during business hours He may be in conference—if he is still with us.

"Every so often," says a New York advertising agent who employs a large office staff, "one of my salaried mea comes to me and asks for more money.

"'Why?' I query.

"'Well, I'm giving you all my time—100 per cent,' is the common rejoinder.

"'Is that so? Let's see if you

"Whereupon we make an interesting computation. There are fity-two weeks in the year. At least two of those the salaried employee spends on vacation, and there may be a further allowance. for sickness, his salary going on Then, there are all the while. ten or twelve holidays in the year, equivalent to two more busiweeks - take the change' month of February, for example, with only twenty-eight days, and two of those holidays; even in leap year February may have five Sundays! If this employee reaches the office at nine in the morning, he takes credit to himself for being an early bird. If he works until five, ostensibly that is an eight-hour day. But he never takes less than an hour for lunch, and it may be two hours or more. The longer he stays out, the more nearly he approaches the dignity of his superiors. Oh, yes, there is the old excuse of transacting business at lunch, but in my experience with a large organization, such transactions could be completed in a five-minute business interview. nine times in ten, or even over the telephone.

"With Saturday afternoons, and the fashion now coming in of disappearing Friday afternoon for the week-end, the fellow who wants the raise, and thinks he is giving all his time, actually works from thirty to thirty-three hours a week. Figuring on the basis of twenty-four hours a day, fifty-two weeks a year, he is giving me about 17 per cent of his time. Raising his salary is something he must do himself by de-

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livering more of his actual working time, or delivering more work while he is on the job. I can't do it—he has reached the limit I am able to pay for what he gives."

Next day I was myself going out to lunch with another advertising agent, president of a large

concern.

"Are you in a hurry?" he asked, as we left his office. "You haven't been up here since we took the floor below. I'd like to show you something new. Most advertising agencies have research departments, experimental kitchens and laboratories and so forth, but we've got something really new—something to write about."

Walking down one flight, we passed along a corridor. The advertising man took a key from his pocket and opened a locked door, revealing a quiet room with some easy chairs and a lounge. He opened another, and another—three of them, just about alike. "You've heard of rest rooms for women employees," he said. "Well, here are rest rooms for men employees, maybe the first in the country."

"He's in the rest room!"

Another alibi? It seems so at first sight, but this agent finds that it works just the other way. Each man in the organization holding a creative position has a key to these rest rooms. means not only the solicitors, account executives and new accounts manager, but key men in departments like space-buying. business day of such men tends to become shorter and shorter, with more interruptions by visitors, associates and telephone. There come times when the interruptions are so many that concentration on work is almost impossible. Then the holder of a pass key is free to slip away downstairs, let himself into one of the rest rooms, recover his equilibrium. There are no telephones in these rooms, and messengers are forbidden to knock. A good place to sit down and think, or even take a piece of work that requires quiet concentration.

"How about coming down here to take a nap during business hours?" I asked.

"Well, I often come here myself in the afternoon," replied the agency's chief executive, "but I don't have to tell what I do!"

A good guy to work for? Well, let's check, before it begins, the flood of letters asking, "Who is that man?" for he is trying to do, with his male rest rooms, just about what the other fellow is, with his hard-headed way of figuring lunch-hour percentages. The latter, you remember, said that salaries could be raised by putting more value in the hours as well as giving more hours. The boss with the rest rooms is simply cracking that whip.

When it comes to wasting time, the telephone girl might just as well say, "He's in the rest room" as "He's in a conference." For the conference has come to be a substitute for the rest room in

many cases.

TWELVE MINDS TO BE RECONCILED

The company needs money to tide over tardiness in collections. Twelve key men gather to discuss the financial problem. Visitors are barred, telephone calls switched, cigars and cigarettes lit. The situation calls for a loan. The president, secretary and treasurer could probably decide, in five minutes, how much money was needed and how long, and where to borrow it. But such a transaction often seems so momentous that department heads are all called in to give their "reactions" - which are mostly For instance, the side issues. production manager wants know why the loan cannot be secured by pledging finished merchandise in warehouse rather than on accounts receivable. The office manager tells him that fire insurance will have to be considered. Whereupon some junior executive asks A B C questions about fire insurance, the whole principle and method of which is explained to him by the company's treasurer while the others take a nap. Even though they do not close their

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Your advertising list is "up." You are having a terrible week. You are being solicited by so many people you hardly remember what any of them say.

How wise was that advertising solicitor who saw you "between lists." You absorbed his story when you were not too busy.

But what about your own advertising message? Is it seen and read thoroughly?

With a healthy volume of advertising in a given month, the Christian Herald divides it into four weekly issues.

Your message has the full attention of the reader.

Christian Herald

76% GAIN IN ADVERTISING FOR APRIL

25,000 circulation over our guarantee

eyes, it is mental slumber, and a jagged hole in the business day. A nice drowsy time is had by all. The individual rest room where key men can take a nap singly and alone is decidedly more thrifty than the co-operative nap

in many a conference.

The average business conference reminds me of an Irish saying, "Bringing up a battery of guns to knock down a pigsty." Some months ago the national secretary of a certain organization, finding that the president, two vice-presidents and several members who were important from the due-paying standpoint were to be in New York at the same time, decided to impress them with a conference. Telephoning around town, he got together about as miscellaneous a group of people as I have ever seen called to a conference-it included several engineers, a sales expert, a merchandise manager, an advertising man, a couple of labor leaders, and a handful of notables who, as nearly as I could find out, were invited to represent the public. I got an in-When we assembled, vitation. after a good lunch at the expense of the association, a question of policy affecting that industry, about which none of us had any information, and in which we feebly interested. brought up for discussion and awkwardly debated all afternoon. After which, the national secretary, the third vice-president and a member from the Middle West went out to dinner and decided what to do. The chief value of this conference was to "make face" for the national secretary -at the expense of concerns employing the salaried men who were invited.

A big railroad company has a standard tool box, designed and adopted after experimental use. The president of another railroad company thought it a mighty good tool box. He obtained samples and submitted them to his master mechanics and superintendents, asking for their criticism. Each man felt that he was

called upon for an adverse opinion, with the result that the tool box was pulled to pieces and declared unsuitable for that road. Conferences often work pretty much the same way—they bring out all the objections and criticisms—a discussion of apprehensions.

Nothing kicks business along like a real conference. But the real thing, in ratio to the counterfeit, is growing so scarce that somebody might find it profitable to organize a "model conference" and put it on the road for the instruction of business men.

The late G. Harold Powell ran

conferences along lines that would have made a mighty interesting and instructive road show of that sort. Mr. Powell was a scientist by training, originally a research man in the United States Department of Agriculture. Going to California at a time when orange growers were losing fruit by decay in transit, he found a bacteriological solution for the trouble, demonstrating that fruit was punctured by carelessness in picking, giving entrance to the blue mold germs that cause decay. His scientific results led to his election as general manager of the California Fruit Growers Exchange, which he held until his death two years ago. Every Monday morning the directors of the exchange met for a conference. Each director represented a whole fruit-growing region, with dozens of exchanges and thousands of members, so from the standpoint of expediting business, the organization might have been much more political than corporate. Powell's method was simply to take command of the conference. He would state in a few words a given matter to be discussed, invite views, hold each speaker closely to the question, and in a few minutes get it set-The slightest deviation from the straight line, and Powell would quietly interrupt, "Yesbut we're discussing so-and-so," or "Yes, that's another matterwe'll take it up later" (and it

(Continued on page 146)

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It's a peach of a school, Dad!

"Just ask Dick. He's going back again this year. So's Fats. And Jack here is going with 'em. Won'tcha let me go too, Dad? I'd study sump'n fierce—honest I would."

The surest measure of a school is the boys that go there, and their attitude toward it. Fine boys, loyal and enthusiastic, are a school's greatest recommendation.

AMERICAN BOY "The Biggest, Brightest, Best Magazine for Boys in All the World

goes to half a million fine boys—the kind every school would be proud to enroll. Moreover, these boys are very definite candidates for boarding school. Extensive surveys have shown AMERICAN BOY families to be prosperous families. And the boys are boarding school age—averaging 15½ to 16 years old.

The school that enrolls an AMERICAN BOY reader is likely to enroll several of his friends. These boys have a way of being the leading spirits in their gangs—for THE AMERICAN BOY builds character and cultivates initiative and ingenuity.

To get the very boys you want interested in your school, advertise to them in their own respected magazine—THE AMERICAN BOY. Copy reaching us by May 15th will appear in July.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A.B.C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago



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Names that are known in every American Home

J. WALTER

Grocery products advertised by The J. Walter Thompson Company

Aunt Jemima's Pancake Flour
Breads: Freihofer's, Rice's
Mrs. Schmidt's, White Rose
Brer Rabbit Molasses
Chelmsford Ginger Ale
Cream of Wheat
Diamond Crystal Salt
Fletschmann's Yeast
Franklin Baker Coconut
Good Luck Pie Filling
Grape-Nuts
Libby, McNeill & Libby Products
Log Cabin Syrup

Lice's Naces

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Penick Syrup
Peter Henderson Seeds
"Philadelphia" Cream
Cheese
Rinso
Royal Baking Powder
Sperry Flour
Sun-Maid Raisins
Sunbrite Cleanser
Swife's Meats
Tromite
Yuban Coffee



HEREVER grocery products are sold, you will find these names.

In many cases starting from small beginnings, they have won and held leadership.

The housewife has been told constantly what each product will do—her interest has never been allowed to flag. She has come to call for these products day after day until they have become household words in every American home.

If you make a product selling through the grocery stores, the long experience of the J. Walter Thompson Company will help you sell in greater volume.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI SAN FRANCISCO LONDON

Getting Headline Punch in Sales Letter Openings

This Is the Best Way to Insure the Reading That Is Wanted for the Letter

By Maxwell Droke

HAVE often reflected upon that statement, "The headline is the advertisement." A close observance of advertising headlines impresses me with the earnest thought and deliberation exercised in selecting the six or eight words trusted with the task of arresting the roving eye of the casual reader.

If we could get some of this earnest thought and deliberation into the opening paragraphs of form letters! The first few words of a form letter should perform identically the same purpose as the headline of an advertisement. Certainly we'll all agree that both the headline and the form letter opening should arouse interest and lead the reader directly into the body of the message.

The reason why letters so often fall short of this task simmers down to a single word—tradition!

Men who write strong advertising headlines seem, somehow, to feel a strange inhibition when confronted with the task of "getting up a letter." For countless generations the letter has been our most conventional document. It is only natural that the hand of Tradition guides the pen, and pro-

duces—pompous platitudes.

That's exactly what ails so many of our form letters. The remedy is a conscious effort to apply advertising headline principles to the sales letter opening. The writer should say to himself, "Here, this isn't going to be a stiff - and - starchy 'Letter-from-a-Young - Man-to-His-Maiden-Aunt.' It's true that I'm writing this message in letter form, but it must have the strength of a tradewinning advertisement. It's up to me to get an opening that will match the advertising headline for reader interest."

Some time ago the M. Clune Company, furniture manufacturer, desired to impress upon dealers the advisability of carrying a larger stock-or, rather, a greater variety of styles-of over-stuffed chairs. The point was that no woman cares to purchase unless she has several items to select from. If there are only one or two styles in stock, she will come in, make a perfunctory examination, and walk out without placing an order. The logical opening, in this case, would be a discussion of the woman who walked out without buying.

THE AVERAGE WRITER'S START

Now, the average letter writer doubtless would start off something like this:

"You, no doubt, have a number of persons who come into your store, to inspect your offering of over-stuffed chairs, but who leave without making a purchase. . .

But the man who actually wrote this letter for the Clune had the company advertising headline idea. His first paragraph was simply this:

"She didn't buy anything!"
Every merchant knows too well those tragic words, repeated per-haps a dozen times a day by mem-bers of the sales force. Of course they caught his instant attention. held his interest, and led him on to the body of the letter.

A short time before the season of June weddings a certain retail jeweler sent out a letter to a selected list of customers which began with the proverbial query, "What on earth shall we give Arriving perhaps in the same mail with one of those imposing baronial envelopes, this timely question was certain of an attentive audience. The copy that

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DES MOINES REGISTER and TRIBUNE ~

6 months net paid average March 31st

Largest morning, largest evening and largest Sunday circulation in Des Moines and Iowa.

Our Merchandising Department is "Your Friend in Des Moines"

followed did the rest. Here is a portion of the letter:

"Choosing the 'just-right' wedding gift is a perplexing problem. isn't it? You do so want to put your personality into the present: to give something that possesses that charming touch of individuality; something that the bride will hold a treasured possession through all of the years to come.

"We know just how you feel about it. And for you we have set forth a captivating array of out-of-the-ordinary gift selections. Gleaming silver, and sparkling gems await you. Clever little novelties, too; many of them our own exclusive creations. Something, surely, to meet the commands of every purse and person.'

A manufacturer of plumbing supplies, wishing to stress complete stocks and immediate deliveries, used a strikingly similar idea when he headed a recent form letter with a question that is continually in the minds of architect, contractor and plumber:
"I wonder if they have it in

stock?" The letter then proceeded to offer assurance that the company

did have "it" in stock-and at the right price.

And here is another effective instance. Early in the football season last fall, Lowe & Campbell, athletic goods house, headed

a general letter:
"Rush This Order! We need this stuff for our next game!"

Since many readers of that letter had written-or were planning to write-that very notation on an order for supplies, the heading received a maximum reader interest. And the second paragraph did the business.

"You're going to want service more than anything else on your football orders this year. We're

here to give it to you."

By the examples I have presented I do not mean to infer that the advertising headline idea, as applied to sales letters is limited to the customary six or eight words one finds in the advertis-

ing headline. The letter affords an opportunity for a somewhat "headline"-provided, of course, that the phrasing impels interest. Here is a letter used by a cleaning and dyeing establishment which I believe may be considered in the "advertising headline" class:

"Clothes, like the folk who wear them, need a 'rest cure' now

and then.

"In your family clothes clovet right now there probably are a dozen or more discarded garments that are not worn out-they are simply 'tired out.'
"We maintain a hospital for

just such weary apparel . .

The Obenchain Boyer letter which follows, I conceive to be a "headline" letter, principally because of the concise manner of presentation. See if you don't think so, too;

"It costs us Americans \$521,-000,000—and 15,000 human lives last year to play with fire.

"Somebody, somewhere 'thought' or 'guessed' or 'reckoned' that the community had ample fire protection. A mass of smouldering ashes tells the taletoo late.

"And the tragedy of it is that your town-any town-may have the very best fire protection without paying out one penny. Let the fire insurance companies buy the latest improved fire-fighting apparatus and present it to your town-free of cost. They are only too glad to pay for your fire apparatus. They are doing it every day for other towns-in the form of reduced rates to property owners. . .

The letter concludes with the rather startling message, "Don't delay! Since you started to read this message a few moments ago fire has destroyed more than \$4,000 worth of property in the United States!"

Next time you have a form letter to write perhaps the best plan would be simply to forget that it is a letter-at least until the first paragraph is completed—and just imagine you are writing an advertising headline!

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RADIO SALES

The new eight-page Radio Section of The Sunday Milwaukee Journal is an exceptional medium in which to advertise radio goods.

Each issue of the Sunday Milwaukee Journal Radio Section contains a complete program of broadcasting for the succeeding week, from all principal stations in the country. For this reason it should remain at thousands of radio sets throughout Wisconsin for the entire week—The Journal Radio Section lives and its advertising should be effective for that time.

Regular black and white rates apply, despite the extra attention-getting value of this new section—the first radio section for Wisconsin people in any newspaper.

Mechanical requirements: Each page—5 columns, 12 ems wide, 238 lines deep. Closing date—Thursday preceding date of service.



Offering

Plus "Experience

THE Merchandising Department of the CHICAGO HERALD & EXAMINER is a "listening post" in the Chicago Market. The Its continual contact and knowledge of conditions enables it to offer its advertisers a merchandising service of "Experience Intelligently Applied."

Chicago Herald

NEW YORK: 1819 Broadway

Over a Million

Intelligently Applied"

TO this unparalleled Merchandising Service, add the tremendous sales leverage embodied in its over-a-Million circulation and you have the reason why advertisers agree that the SUNDAY CHICAGO HERALD & EXAMINER is the most extraordinary advertising value any manufacturer can buy.

In the Chicago Territory "BUY IT BY THE MILLION"

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SAN FRANCISCO: Monadnock Bldg.

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Capitalize Chicago's Buying Habits

The bulk of department store advertising—"upstairs" and down, in the "Loop" and out of it—is available to the Chicago shopper in one medium—The Chicago Daily News.

That's convenience!

The bulk of local advertising—shop news in general—is always available in the same medium—The Chicago Daily News. That's business—capitalizing convenience!

The majority of Chicago merchants—from department store head to neighborhood grocer—prefer that the manufacturer's advertising of products they carry appear, as their own advertising does, in The Chicago Daily News. That's consistent merchandising policy.

Therefore the general advertiser who follows the lead of the department stores and local merchants in Chicago, and places his advertising in the medium that is read for necessary, day-by-day shopping news eliminates chance in securing a reading for his copy, and obtains the dealer co-operation he needs. That medium is

CHICAGO DAILY NEWS

First in Chicago

Put a Vital Spark in That Humdrum Product

For Example, a Shoe Pattern Company Thought It Had Nothing to Advertise until the Big Idea Dawned

EVERY so often, there flashes across the advertising horizon a campaign which illustrates the truth of the assertion that there are few products so devoid of the imaginative that they cannot be advertised with imagination. In fact, a great many national successes are due largely to this faculty of finding the spark of romance which smoulders in even the most prosaic article and then fanning it into a blaze by advertising.

A concern will go along, year after year, registering a tidy sales increase annually, but doing a rather humdrum business nevertheless because the item is looked upon as something entirely lacking in those qualities which stimulate the imagination. Then, along comes someone who sees in it a fanciful characteristic which can be idealized in advertising

copy.

Such has been the experience of the Dunbar Pattern Company, which has shoe pattern factories in several of the large shoe centres. The shoe pattern maker takes a wooden last, considers the kind of shoe for which it is designed, and makes a pattern to conform with this purpose. His product is simply a paper covering or fitting which, when reproduced in leather, stitched together and properly shoed and lined, becomes a shoe.

Nothing much on which to base an advertising campaign and so it was always considered in the shoemaking industry—until recently. Then it dawned upon the Dunbar Pattern Company, that it was more than a mere maker of paper cutouts—it was performing a very valuable service for the trade in general.

But how could such a service be advertised, and to whom? The retailer has no contact with and little interest in the company. As a matter of fact, it is very likely

that a woefully small percentage of shoe dealers had ever heard of the Dunbar Pattern Company. The situation is much the same as that which existed among the shoe leather manufacturers some years ago. Few of these concerns were known to the retailers. Later, several began to advertise to retailers. Today, a number of the shoe leather tanners are well-known in retail circles. As a result they have created acceptance and preference which stands them in good stead when selling to the shoe manufacturer.

This then, was one of three purposes which the Dunbar advertising was planned to accomplish. The campaign is appearing in the shoe trade publications. It consists of a series of striking and highly original advertisements explaining the intricate and valuable service the company is rendering to the entire industry. The second pur-pose is to aid in the work being done to make the retailer a better merchant and so enable him to sell more footwear. The third purpose is to let the shoe manufacturers know directly, and by indirection, the sort of all round service which Dunbar offers them.

PHOTOGRAPHS OF DUNBAR EMPLOYEES USED

The campaign consists of a series of full-page insertions. The upper half of each announcement contains a photograph of a member or members of the Dunbar organization, performing some actual operation involved in the making of a pattern. One picture, for instance, shows a newly designed shoe being tried on a young woman in the company's employ, who possesses what is regarded as a perfect 4B foot, the sample woman's size.

The lower half tells of some distinctive service which Dunbar performs for the industry. One

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of the advertisements reads as follows:

Perfecting the New Pattern: The chief function of the Dunbar organization is the creation of new designs. A large number of leading manufacturers rely upon the regular style letters and suggestions from Dunbar designers. This service insures that the manufacturer's line shall always be ahead of the style procession—that his models shall reflect the most advanced trend of fashion.

The preliminary pattern may be an original Dunbar creation, or it may be adapted from the manufacturer's suggestion. The next step is the making of a trial pair—a close examination of it on a model foot—then the making of the permanent pattern.

permanent pattern.

Dunbar Service is thorough. It insures dispatch. It protects the interests of those who make and those who sell style footwear.

Your designs are always safe when locked in the Dunbar Treasure Chest.

In all their announcements, particular emphasis is laid on the Dunbar Treasure Chest. It is here that an atmosphere of imagination is thrown around the product. The treasure chest refers to an actual vault in the Dunbar factory, where all designs perfected by them, or made to interpret the ideas put forward by manufacturers, are kept behind locked doors. A shoe style is an evanescent thing-today the rage, tomorrow as unwanted as a pair of worn-out rubbers. it must be created, produced and marketed as quickly as may be. Of course, after a style is once on the market, any manufacturer can copy it, but he suffers a handicap in a business where every day's delay may mean a big loss, through the shifting of consumer demand.

The chest challenges the imagination. It is drawn to represent an old-fashioned strong-box, heavy beamed and bolted and locked sesurely with strong padlocks. In brief, it is a genuine "treasure chest" and as such it tells at a stroke, in a highly imaginative way, the entire story of Dunbar service.

Captain Kidd, one would think, would be the last individual in the world to place on the selling staff of a shoe pattern concern. However, Dunbar does not seem to feel that the connotation of pirates, and hidden treasures, and strong-

boxes, which the Dunbar chest conveys is far-fetched. Instead, it is the company's opinion that the mysterious and romantic looking chest lends to the copy exactly the note of adventure and humanness a shoe pattern needs to take it out of the prosaic class.

Denies Utilities Have Right to Influence Public Opinion by Advertising

"There may be salesmanship either of wares, or of ideas. So long as the selling is confined to wares, whether those wares be automobiles, potatoes, laces or utility services, the advertising is legitimate, and, if intelligent, will prove to be beneficial both to the corporation and to the unblic."

to the public."

This statement was made in the course of an address by Commissioner Harley W. Brundige, a member of the California State Railroad Commission which exercises jurisdiction over utility service corporations of California, before the department heads and division managers of the Pacific Gas & Electric Company, at San Francisco.

of the Pacific Gas & Electric Company, at San Francisco.

"Advertising," he continued, "which brings direct results in stimulating the use of commodities and services is desirable. There are, however, types of advertising which should never be indulged in particularly by a utility, and which if charged in the expense account of that utility should be disallowed by the Commission in fixing rates. I refer to that type of propaganda advertising intended to influence public opinion on questions of public policies."

Heads Boston Credit Men's Association

Oscar T. Erickson, manager foreign finance and credit manager of The Carter's Ink Company, Boston, has been elected president of the Boston Credit Men's Association. Mr. Erickson is a director of the National Association of Credit Men, and has been for years one of the executive committee of the Boston Export Round Table.

Kanak Account with N. W. Ayer

The Holly Manufacturing Company, New York, has placed its advertising account with N. W. Ayer & Son. A campaign will be conducted on Kanak, a package product that absorbs odors in refrigerators. The Holly company also manufactures electric flat-irons.

Has Cahadian Varnish Account

The Imperial Varnish and Color Company, I.td., Toronto, has placed its advertising account with Thornton Purkis, advertising agent of that city.

What Determines the Right Sales Quota?

Factors That Must Be Considered Differ According to the Kind of Product That Is Being Sold

By L. E. De Groat

Acme Motor Truck Company, Cadillac, Mich.

IF it were possible to lay down a set of rules which would enable the sales executive to determine each salesman's quota and do it fairly, no matter what the product might be, it would constitute a much appreciated service.

The truth of the matter is, however, that it is impossible to govern quota by population, price, per capita wealth, or any other individual factor of that kind unless the product is one which is in almost universal use. Such a method may do for soap, breakfast foods or articles of that nature, but not for such products as furnaces, motor trucks, speed boats, etc.

Yet, good business requires the setting of a quota for each salesman's territory. The question is how to set a quota that is fair to the individual salesman.

Certain points must be decided upon, no matter what the product is. These are:

(1) Location of the best markets.

(2) Salesmen's territory limits.
(3) Volume which must be sold to operate each salesman profitably.

There are other points which are peculiar to a product such as motor trucks. For instance:

(1) What relation should population bear to quota?

(2) What relation should per capita wealth bear to quota?
(3) Has the territory been well

organized for sales in the past?

(4) What is the nature of the principal industries in each territory and what are their influences on the distribution of your product?

(5) If there are other manufacturers selling a product similar to yours, what is the ratio of

your sales to total sales in each territory?

With these questions fully answered, quota is not a matter of guesswork; instead, it becomes a very definite figure, and with the basic facts once established, the work is further simplified for each ensuing year.

As a specific example, we might consider setting a quota for motor trucks. Location of the best markets may be obtained by studying the records of distribution in various lines of business. It may be found that 20 per cent of sales have been to organizations in the general hauling business, 10 per cent in the road building industry, 10 per cent in oil and gasoline distribution, 5 per cent in the dairy industry, etc. Then the best markets must exist where these industries are most prominent.

The salesmen's territory limits will depend upon the population, the industrial activity, etc. For example, a salesman in a thickly populated industrial section should have a small allotment of territory and work it intensively, while the salesman in a thinly populated territory with little industrial activity must cover more ground in order to secure a like amount of business.

Assuming that a certain percentage of the selling price of any article is allowed for sales expense, the volume which must be sold to operate the salesman profitably is easily determined.

In selling motor trucks, population has a direct bearing upon sales because motor trucks are units of transportation and the larger the population, the greater the volume of material which must be moved.

Per capita wealth has little or no bearing on motor truck sales

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because trucks are not luxuries.

If the territory has been well organized for the sales of his trucks in the past, the manufac-turer has it well covered with active dealers who can be depended upon for an increasing volume of business each year. On the other hand, if his truck is not well known in the territory, the volume to be expected must decrease proportionately.

The question of principal industries and their influence on truck sales was discussed under location of the best markets.

Through listing companies. figures of total truck registrations may be secured which will enable the manfacturer to determine the ratio for sales to those of his

competitors as a group.

Having decided these questions, it must next be determined whether quota shall be set in points or number of units. The writer favors a point system because this enables the manufacturer to reward the salesman who For examdoes creative work. ple, the salesman who establishes a new distributor and sells through him six new trucks is entitled to more credit than the salesman who simply calls on established dealers in well-organized territories and sells a like number of trucks through one of them.

With the territory lines set and the sales possibilities clearly in mind for each salesman's territory, it would seem that a tabulation of the facts given below for each territory would enable the sales executive to set a fair

quota for each man:

(1) Population. (2) Estimated sales expense.

(3) Minimum volume of business required to absorb expense.

(4) Percentage of total truck sales made by your organization during preceding year.
(5) Volume of business each

preceding year.

(6) Average annual percentage of increase.

Estimated increase for coming year.

(8) Estimated number of sales through old distributors.

(9) Estimated number of sales from new dealers.

(10) Quota.

Blue Valley Butter Is a Constant Advertiser

In order to protect its trade-mark from imitation the Blue Valley Creamery from imitation the Blue Valley Creamery Company, Chicago, has made application for registration of "Blue Valley Butter" with the Patent Office. This trade-mark has been used in the company's advertising for several years and, according to H. C. Darger, general manager, the company lately has had several cases come to its attention of attempted imitations of the Blue Valley Butter design.

Referring to the future advertising plans for Blue Valley Butter, Mr. Darger said: "We do not have in mind any ger said: "We do not have in mine any special advertising campaign outside of the outdoor advertising and store display advertising we have been consistently using for a number of years. We do not put on any special advertising campaigns, as we feel that consistent advertising year in and year out pays us better than intermittent advertising." better than intermittent advertising.

Los Angeles Association

Appoints L. J. Burrud
L. J. Burrud has been elected director of advertising of the Greater rector of advertising of the Greater Los Angeles Association, a corporation created for the purpose of financing new industries for that city and mearby towns. He also is advertising director of Hollywoodland, a Los Angeles real estate development. Mr. Burrud formerly was secretary of the El Paso, Tex. was secretary of Advertising Club.

E. S. Woodruff Joins Scenic

Highway Association Elias S. Woodruff has resigned Elias S. Woodruft has resigned as general manager of the Salt Lake City Deseret News, to become executive secretary of the Senie Highway Association, at Salt Lake City. He will be succeeded by B. F. Grant, brother of Heber J. Grant, president of the Mormon Catter Day Scients (Nuclear Methods and Salt Lake City Charlet Salt Control Charlet Control C ter-Day Saints Church, which owns the

J. C. Penney Sales for Quarter Higher

The J. C. Penney Company, Inc., national chain stores, for March, reports sales of \$4,755,434, as compared with \$4,386,913 in March, 1923, an increase of 8.4 per cent. Sales for the first quarter totaled \$11,931,445 as compared with \$10,009,581, in the first three months of 1923, an increase of 19.2 per cent.

George Laurence with Keith Shaw

George Laurence, formerly in free-lance art work, is now associated with Keith Shaw, advertising art, New York.

Selling Coffee and Tea in Philadelphia

Do most of the half a million families in and around Philadelphia go to the grocery store and ask for your brand of Coffee or Tea?

How many of the three million people in the Philadelphia district know as much about your articles as they ought to?

Are you neglecting to educate them and leaving this third largest market in America to your competitors?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924-

512,445 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.

NEW YORK 814 Park-Lexington Building (46th & Park Ave.) DETROIT LONDON
C. L. Weaver Mortimer Bryans
Verree & Conklin, Inc. 125 Pall Mail, S. W. 1
117 Lafayette Blvd.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

SAN FRANCISCO PARIS
Harry J. Wittschen Ray A. Washburn
Verree & Conklin, Inc.
681 Market St.
5 rue Lamartine (\$)

(Copyright 1924-Bulletin Company)

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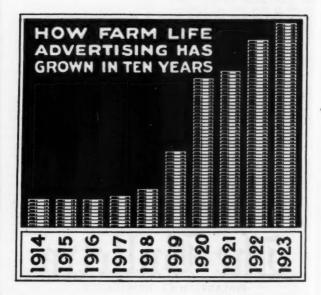
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Just Because MUST





This chart shows Farm Life's remarkable growth in advertising revenue during the past ten years. 1924 will break all records—because advertisers MUST make money.



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Advertisers Make Money!

Farm Life advertising has doubled and tripled and rolled up new records because of results. Where advertisers check returns Farm Life is at the top or among the first on the list. And, after all, the best publication is the one that PULLS. Here is the big reason for Farm Life's growth and success. It gets results. Over-a-million circulation with a "truly national" coverage means more out of Farm Life space. Are YOU sharing in OUR success?

This is the sixth of Farm Life's weekly suggestions that YOU investigate what this big, little publication is doing for advertisers. Any Farm Life representative will show you or ask for our Monthly Bulletin.

FARM LIFE PUBLISHING CO.

Wm. M. Taylor, Advertising Manager, SPENCER, INDIANA

The James M. Riddle Co. Advertising Representatives
New York Chicago Detroit Atlanta St. Louis
Kansas City
San Francisco

SPENCER, IND. Life

The Measure of Value

THERE is no more accurate gauge of the value of an advertis-fing medium than its year-to-year advertising-lineage increase. This is particularly true, when such an increase is accounted for through the larger advertising investments of regular seasonafter-season advertisers.

after-season advertisers.

In the table below are shown twenty-four of the more important classifications of goods advertised in the Oklahoma Farmer-Stockman, together with the 1923 increase in lineage above 1922. The total increase for all classifications is given in the last line. The first grouping definitely shows the result-getting value of the Oklahoma Farmer-Stockman to specific advertisers, while the total lineage increase is certain proof of the increasing value of OFS in producing sales for advertisers in the Oklahoma farm market.

Classification	1922	1923	Gain
Automobiles	15,396	16,612	1,216
Building Materials	3.888	6,056	2,168
All Clothing	4,157	7,813	3,656
Cream Separators	3,082	4,503	1,421
Engines	2,323	2.380	57
Tractors	6.516	8.531	2,015
Farm Implements & Machinery	11,278	20.954	9,678
Farm Supplies	776	2,566	1,790
Fencing	2,992	3,867	975
Fartilizers	103	608	505
Financial	1,658	3,100	1,442
General Merchandise	5,991	8,204	2.213
Household Miscellaneous	2,479	3.574	1.095
Incubators & Poultry Supplies	5.517	10.028	4.511
Electric Lighting Systems	2,300	2.964	664
Medical & Tollet Preparations	2,277	3,154	877
Soaps and Cleansers	-,	1.666	1,666
Seeds and Nursery Stock	4,656	5,118	462
Sprayers and Spray Materials	.,,,,,	2,458	2,458
Stock Remedies		5.720	5.720
Tobacco	84	10.332	10,248
Harness and Accessories	858	2,333	1,475
Canners		42	42
Oils	5.628	12,609	6,981

Total Commercial Advertising				
*	1922	1923	Gain	
	223,543	246,474	22,931	



Oklahoma City, Okla T. Bell, Adv. Mgr. THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN ~ OKLAHOMA CITY TIMES E.KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kanses City Atlanta San Francisco.

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If Mr. Cromwell Asked Me

He Would Learn How to Reveal the Constructive Might of a Republic of Finance

By Amos Stote

Cromwell, if you

have rules that interfere

with what is here set forth,

remember that rules are

made to be passed when

service demands it, not bar-

like milestones—they

riers to prevent service.

IF the President of the New York Stock Exchange commanded me to appear before him and explain how I would go about the building of a national respect for, and confidence in, Wall

Mr.

Street, I would probably hazard somewhat as follows:

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You have mentioned, Mr. Cromwell, the development of national respect and confidence and have connected them, in words, with that intangible

institution, Wall Street, of which your very tangible institution, the New York Stock Exchange, is the centre and head. Suppose we begin at the beginning and attempt to define what respect and confidence appear to mean to the general public. Respect seems to stand, in the popular mind, for appreciation of a person's or an institution's honorable intentions. Confidence adds ability to honorable intentions. You undoubtedly know people for whom you have the greatest respect and in whom you have the greatest confidence; but, to use a trite expression, "they leave you cold." You have emotional enthusiasm them. You would sacrifice little and feel little regret in connection with any crisis in their lives. Such a status is not safe for Wall Street.

Yet it so happens that while your New York Stock Exchange has the respect and confidence of a fraction of our population, even this fraction is considerably decreased when Wall Street comes up for judgment. Some of this lack of respect and confidence is certainly due to the past actions of Wall Street, but far more of

it is due to the failure of Wall Street to make itself understood.

Many of your confreres probably question the necessity, even the desirability, of having any popular understanding of Wall

Street. But I as sume you feel a certain general understanding by the most intelligent would not be without benefit. If that is the case then why would it not be better to have a more definite understanding

by all those who rank at what might be termed the peak of the average intelligence? Would not this be wise, not only for safety sake, but for investment sake, as all these people have purses?

Your reply, Mr. Cromwell, would probably be to the effect that, even if they are investors, the average persons have no contact with either Wall Street or the New York Stock Exchange.

And that would give me the opportunity to say that while the average person has no actual, conscious contact with Street or the New York Stock Exchange, yet as they represent the financial capital of our country, the people have as real an association with them as they have with our political capital at Washington. Consequently the people are not only entitled to know about Wall Street but in telling of it to the people lies your greatest opportunity for future growth, and your present safety.

But you still doubt the need of Wall Street to educate the people to the purpose of the country's financial capital. Wall Street is not organized after the manner of the Federal Government. It



does not require the votes of the people to maintain its organization. Moreover, Wall Street does not want the people tampering with its highly sensitized and specialized organization, which demands years of study by very capable minds before they are fit to enter its higher service.

And that is just the reason, Mr. Cromwell, why you must educate the public if you are to prevent public tampering. Wall Street has had so much tampering, so much misguided and fanatical tampering, you are probably rather raw on that subject. Then why not prevent it in the future? We have educational campaigns on fire prevention, accident prevention; why not one on Wall Street Tampering prevention? Only we will never call it that. Far from it. That is an end to be achieved; but never mentioned.

Another purpose of a program of education, and one which is far more constructive and progressive, is the increasing of the market for the wares of Wall Street. For Wall Street has its wares to sell, call them shares, bonds, securities, what stocks. you will; they are the goods in which you deal. But the greatest of all the purposes of such a campaign of education, and one which includes all the other benefits as subsidiaries, is the development of an active appreciation for the essential services Wall Street renders. With public faith in Wall Street, with an understanding of its vital position as the keystone of our economic structure, with an appreciation of its actual relation to every business activity in the country, with even a slight popular conception of how everybody's job is dependent upon the fabric of finance which Wall Street has so laboriously worked out, we would have a new era of progress in this country of ours-and would do much to stem the tide of unrest based on fear of the

Let the people know what Wall Street has done for them. Let

them know the impressive facts of how it finances industry, public utilities, even governments. Let them be told these things simply and then let anyone dare to defame so worthy a public servant. And if these advantages are not sufficient to bring Wall Street, and you, Mr. Cromwell, to the point of declaring for a national educational program on what the "Street" means to the people, then do not belittle the protective value of such a campaign. Wall Street is too great to avoid criticism. Our country is too restless not to grasp at any opportunity to fight that which may be proclaimed an Toppling governments have been a familiar sight during the last few years, governments far older than Wall Street. To tell the people that the nation would go bankrupt if Wall Street ceased to function, and to tell them nothing else, to fail to show them what such a condition would mean to them and their jobs, would probably call for the overthrow of Wall Street. Many of our people, and many of them good people, even if somewhat stupid, feel a little jealous of the excitement in other countries and are not content forever to import their thrills.

This is no imaginative presentment. What Nero did to Rome the Joneses may do to Wall Street. A campaign of education can make such a happening almost impossible.

And now, Mr. Cromwell, if you ask me how this educational program should be presented I make no delay in replying that it should be published broadcast over the nation, as paid advertising matter and that it should appear without subterfuge or apology. It should be signed by the New York Stock Exchange. It should continue as long as your institution continues.

You have one of the world's greatest stories to tell, one which will not grow stale until finance loses its meaning and economics melts with the heat of eternity, or fades into the mists of Utopia.

Your program might begin with

The George L. Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and Merchandising Counsel

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a message or two on the history of money. Then it might bring out the thought that money is food, clothing, shelter when it is supported by an adequate system of finance; but is none of these, and is worthless, if that system breaks down or is destroyed. Divide a man's day into as many parts as there are expenses in it and so drive home the impossibility of a civilization without money and impress how the crudities of the old barter method were forced out of existence. Show the mechanic's day divided into bits representing labor pay-ment to the landlord, grocer, butcher, shoe dealer, clothing merchant, doctor. Let money be shown as representing all material things to men.

This sounds painfully simple, Mr. Cromwell, but so are the minds of the majority, good simple minds impressed by simple truths, and influenced by having these truths operate on their emotions. Your task is difficult by reason of its simplicity, but it is worth all the trouble it

involves. Then go on to investment. Begin with the early morning hours of civilization, when the nomads started farming and so established the first settlements. instituted the first crude governments, and gave land its first vague value-so ushering in a primitive form of investment. Buildings replaced caves and huts, adding to investment values. Explain how governments came into existence and only grew great in proportion to the sta-bility of their investment values and their increases. Then show how the first primitive operations of investment tended toward the setting of values in proportion as property gave returns to its own-

Indicate how trading in businesses and business growth was once carried on by going from man to man and asking if he would buy a business or a share in it and become a partner. Tell how this is still the method followed in connection with the

small, local business, but that the great industries which are vital to the life of a nation required a market place where all people are given an opportunity to buy an interest and share in the profits of these national servants.

But investment market places do more than offer a man with some hundreds or thousands of savings an opportunity to buy shares in the wealth-producing activities of the land. The investment centre is the stabilizing centre, the gravity centre of the nation. What a story you have to tell of how the world's financial centres, from the early days of Rome, London and Paris have served the mass of the people and have been the means of holding in check greedy monarchs and wily politicians; how these centres have increased the independence of the people.

A most impressive series of your messages could deal with Wall Street as the nation's investment market place, explaining how its scientifically developed, operated and maintained methods give anyone, in any part of the country, an opportunity to invest wisely and profitably and with as much ease as going to the corner store for daily purchases.

WHY IS WALL STREET NECESSARY TO AMERICA?

Another valuable educational series could be written, Mr. Cromwell, on the relationship of the banks of the country to Wall Street. These could well tell of the absolute necessity Wall Street is to the banks if they are to be more than safe deposit vaults in which to store currency. could explain how it is Wall Street makes it possible for the banks to pay interest to their depositors, instead of depositors having to pay the banks for the storing and safeguarding of their money. They could explain how the operations of Wall Street provide the banks of the country with the information the bankers require for the proper advising of their clients as to investment; and (Continued on page 33)



Annual Per Capita Retail Purchases

Here is another way to figure the comparative desirability of a market for a product sold through retail channels. Divide the total volume of retail business by the population, to find the annual per capita retail purchases. On this basis, Indianapolis ranks among the very first cities in the United States with a per capita average of \$575. Other cities may be ranked as follows:

Buffalo \$337 Cincinnati \$348 Kansas City \$484 Milwaukee \$373 Minneapolis \$408 Newark \$423 New Orleans \$425 Washington, D. C. \$387

Indianapolis is 21st among American cities, yet it is thirteenth in retail sales. As a retail market, Indianapolis ranks not with other cities in its population class, but with cities as much as twice larger. In this market, The Indianapolis News is first in circulation, first in advertising volume and first in proved results for advertisers.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg.

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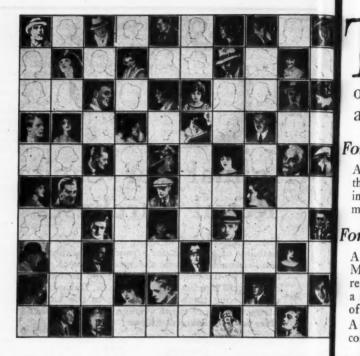
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46 out of every 100

men and women who buy any New York English language evening paper buy

"America's greatest evening newspaper"

NEW YORK EVII

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To reach 46% of the buyers of any field is remarkable, but to reach 46% of the home field of New York—the evening field—and to do it at one cost, means

For the established advertiser

A coverage so nearly half the entire evening field that no advertiser using newspapers can be justified in omitting it. A circulation so responsive that no manufacturer can afford to disregard it.

For the new advertiser

A great market within the World's greatest market. More than a million responsive buyers of goods reached through a daily circulation of 641,192 with a sales potential greater than is offered by the cities of Pittsburgh and Cincinnati combined.

A quick method of entering New York at minimum cost with maximum expectations of success.

And for both

York

buy

The largest evening circulation in America—and at 3c a copy. The highest percentage of coverage offered by any New York paper, morning, evening or Sunday. A selling power that moves goods at every price because it reaches people of every level of income. A merchandising service which is unparalleled for effectiveness and experienced in more than 350 campaigns, which enables the Evening Journal to come close to insuring results for every adequate appropriation.

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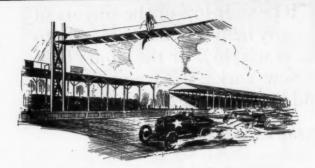
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In the Lead

In Indianapolis, and its rich tributary zone, THE STAR is preferred for automotive advertising. On a three-year basis its classified pages, for example, show a lead of 435,444 lines over the nearest runner-up. This long lead is earned by fast, dependable performance.

THE INDIANAPOLIS STAR

"Always First - Always Fair - Always Complete"



FOREIGN REPRESENTATIVES

Kelley-Smith Co., Marbridge Bldg., New York Lytton Bldg., Chicago

Gravure Service Corp., 25 West 43rd St., New York

R. J. Bidwell Co., 742 Market St., San Francisco Times Bldg., Los Angeles

THE STAR is the largest element in the INDIANA Shaffer Group of Morning Newspapers. how Wall Street protects these investments.

Think what an effect upon criticism would be the public pronouncement of how Wall Street provides not only protection for banks but likewise provides the opportunity for the banks to put their deposits to work; how the machinery of Wall Street is absolutely necessary to the daily operation of the nation's banks, and how it is Wall Street which makes the banks of fullest use to their communities. Without Wall Street the people would not only have to pay the banks to take their money, but would have to pay as well for each service the banks render them. The bank would have to charge them for every check cashed, for all the clerical work involved each time they make a deposit or with-

What institution has so great and wonderful a story of service to tell? Not only does Wall Street multiply the usefulness of banks to depositors, provide the means for banks to pay interest to depositors, but the very lives of the banks are dependent to a great degree upon the continued functioning of Wall Street.

Then there is the story of the factories and the public utilities corporations and mercantile establishments, the story of how these come to Wall Street for their promotion, development and operative expenses. Make the people see, Mr. Cromwell, how Wall Street has been the vast reservoir of revenue upon which these activities have drawn for growth which has advanced them to the position of national services, employing millions directly, employing other millions through their requirements of raw materials and through their demands for the distribution of their wares. And then the great story of how Wall Street, in addition to making possible these vast services has made it possible for thousands of people to share in the profits these services earn, and to have a voice in their control, There are certainly great opportunities for educational messages

which will show how Wall Street has democratized industry and finance, which you must admit, Mr. Cromwell, is quite contrary to popular opinion. "The Republic of Wall Street"—what a series of stirring texts could be written under that heading; how the people could be made to love and defend Wall Street for the financial freedom it has opened to them!

REPEAT AND REPEAT THE SAME STORY

And don't be afraid of repetition, Mr. Cromwell, or of having your messages overlap each other in the thoughts they convey. As Mr. Chief Justice Taft once said, publicity requires "iteration and reiteration and damnable reiteration" if it would accomplish the great purposes for which it is designed. Thousands of industrial executives are ready to confirm this statement, and to add to it that they have found the rereiteration profitable, yes and more than profitable, absolutely essential to their business. They offer you proof of their belief in the hundreds of millions of dollars they annually spend in repeating their messages.

Nor need you be fearful of too strongly impressing the power of Wall Street, so long as you present its power as beneficial. people have heard too much of the destroying strength of Wall Street. Let them learn the truth of its constructive might. And what is more, your messages, if they are properly expressed, will not neglect to show how the citizenry of Wall Street is made up of ten million or so of the investors of the country; and that the members of the New York Stock Exchange are merely the employees of the country's security holders, that these employees act at the command of the investors, who may deliver their orders direct or through their banks in all parts of the country. Make Wall Street as big as it really is, Mr. Cromwell, just so long as you make it a republic of finance. Everybody loves a smiling strong man. The people never feared

Roosevelt's "big stick." There is a wealth of opportunity in the Republic of Wall Street that even your greatest men can hardly ap-

preciate.

But to get back to the general scheme of your problem of educating the country to the truth about Wall Street. Give as much continuity to your messages as is practical, but make them each stand alone, each impress one fact. If you find it wise, in the face of a current condition, to depart temporarily from the broad outline of your educational policy, do so—but let only a pressing need deflect you. Your course of instruction is a long one, and as valuable as it is long.

After you get into the work, Mr. Cromwell, after you have given a year or two to the primary educational program you can retain the keen interest of the country and hold your position among the "best sellers" in the advertising field, if you will come out with some bold and frank statements as to why speculation is as necessary as is competition, and as inevitable. This will "take the curse" out of the term speculation in the minds of the You have a great and people. convincing argument to offer in this connection, and one which will bring its sure reward. Don't be afraid of simple truths, or of elementary statements. Show how every business, every government, in fact every human act has its speculative phase. Show how absolute certainty in business, as in life, is inconceivable and that the beginning of every big industry, those outstanding institutions which have made the development of this country possible, have al-ways had their speculative periods. Don't forget to point out that speculation is as inseparable from growth as death is from stagnation.

Another powerful presentment in your hands are simple statements concerning the rigid rules the New York Stock Exchange has laid down for the protection of investors. Perhaps you might dare to indicate that these rules

are far more consistently enforced than are many Federal laws. And your code of ethics, what instituwhat profession demands such high standards of procedure? As a matter of fact your organization has been a distinct force in the advancement of all commercial ethics in that you demand such high standards of operation within all the interests you recognize. And this opens up yet another avenue of approach to the public and gives you an oppor-tunity to tell of what you have done to enforce economic operation upon the industries and public service corporations, how they must live up to your mandates if they are to receive your support,

There is so much for you to tell, Mr. Cromwell, so much you need to tell for your own good and the good of the country. If only you had started long ago, then you might now be educating the people to how you carry on your daily operations. All the world is interested in how Wall Street works. Think of the stories you have to tell of how Wall Street raises the money which pays the wages of the millions who work for the industries of the country. How you provide the means for industrial growth, for tiding industry over slack times, for meeting periods depression without think of the intense hold you can gain on public confidence if you will publish these facts.

ALL THIS IS BUT A BEGINNING

And this is only the starting point of your work, Mr. Cromwell, only an indication of the peaks of opportunity. Before a carefully charted program of education had been completed you would find that it would require ten years to carry That sounds like a through. long time, but is time to be considered when the service of Wall Street, and the safety of Wall Street, are in the balance? It is a great work, Mr. Cromwell, a work so great in scope, so pregnant with opportunity, so essentially economic in its service and

The originals of these letters from Vanity Fair's readers may be seen in our offices.

No. 7

Not just readers—BUYERS!

"Vanity Fair's advertising pages are always examined with much interest, and we often order from them."

Mrs. G. F. C., Ajo, Ariz.

"I believe that your advertising pages in Vanity Fair do much good, and are of great interest to its readers. I follow them closely, and in many cases make practical use of them. They are always a great help to the man who wants to be 'on the top.'"

Mr. E. S. B., Cornwall, Pa.

"The advertising is especially good, and in making practical use of it I have never been disappointed."

Mrs. P. C., Cooperstown, N. Y.

"I certainly do make most practical use of the advertising pages in every respect."

Mr. S. M., Johnson City, Tenn.

Vanity Fair readers are responsive to its advertising pages. The best stores everywhere know this fact. Hence a trade influence based on that soundest of all foundations—ability to sell the men and women who are the heaviest buyers in the country.

VANITY FAIR

One of the Condé Nast Group

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so monumentally beneficial in its results, its ceaseless, never-ending results, that the man who con-siders it may well do so in humbleness of spirit. For the man who sponsors it will go down in history as a greater man than he who builds a railroad or guides an international corporation to world supremacy.

If you have rules which might interfere with so constructive a course, then remember that rules are like milestones, they are made to be passed when service de-mands it, not barriers to prevent

progress.

It is time, Mr. Cromwell, high time Wall Street and the New York Stock Exchange learned to sell its most valuable commodity -its service. And it is high time, Mr. Cromwell, that the Republic of Wall Street makes effort to secure its greatest asset-confidence born of appreciation, loyalty born of understanding.

Peerless Motor Car Elections

D. A. Burke was elected president and general manager of the Peerless Motor Car Company, Cleveland, at a recent annual meeting of the board of directors. Fred R. White was elected chairman of the board.

Mr. Burke has been active head of the company for several months as vicepresident and general manager. G. H. Layng, vice-president; F. A. Trester, secretary; and John F. Porter were re-

At a recent meeting of stockholders of the Peerless Truck & Motor Corporation, the holding company, Mr. White was elected president, and Mr. Burke, vice-president, and the other officers are as given above for the Peerless Motor Car Con-pany.

Corn Products Earnings Gain

The Corn Products Refining Company, New York, manufacturer of Karo syrups, Mazola, and Argo and Duryea's starch, for the first quarter of 1924 reports net earnings, after maintenance, repairs, and estimated Federal taxes, of \$3,943,457. This figure compares with \$3,583,545; \$2,621,287, and \$1,654,866, in the corresponding periods of 1923, 1922, and 1921.

Logan, Utah, Newspapers Merged

The Logan, Utah, Republican has been purchased by the Earl & England Publishing Company, publisher of the Logan Journal with which it has been merged.

Annual Chamber of Commerce Meeting at Cleveland

Much attention is being paid to distribution, merchandising and transportation problems at the twelfth annual meeting of the Chamber of Commerce of the United States, which is being held at Cleveland on May 6, 7 and 8.

Among the speakers whose addresses are of chief interest to advertisers are: "What Is Coming Out of the Present Confusion in Distribution?" by Edward A. Filene, president, Wm. Filene's Sons Company, Boston, which is to be found elsewhere in this issue of Printers' Ink; "Principles and Progress in Co-opera-Company, Boston, which is to be found elsewhere in this issue of PRINTERS' INY; "Principles and Progress in Co-operative Marketing," by Lloyd S. Tenny, assistant chief, Bureau of Agricultural Economics, Department of Agricultural Economics, Department of Agricultural Service," by Col. Faul Henderson, Second Assistant Postmaster General, which is given in part elsewhere in this issue of PRINTERS' INK; "Fresentation of the Report of the Postal Service Committee," by Lucius Teter, president, Chiesgo Trust Company; "How Far Can Machinery and Better Use of Labor Supply Offset Immigration Restriction?" by Dr. Louis D. H. Weld, Swift & Company; "Science and Business," by General J. J. Carty, chief engineer, American Telephone and Telegraph Company; "The Opportunity and Responsibility of Trade Associations," by Colonel G. T. Buckingham Defrees, Buckingham & Eaton, Chicago attorneys, and "Standards of Business Conduct," by Judge Edwin B. Parker, umpire, Mixed Claims Commission, Washington, D. C.

Cusack Records Slogans for Cleveland

THOS. CUSACE CO.
CLEVELAND, April 26, 1924.

Editor of PRINTERS' INK:
Will you kindly record for us the phrase, "Moulders of a Great City," and the phrase, "Cleveland is Profit Land."
These are phrases which we have copyrighted in connection with an allegorical figure, which figure is shown in the act of moulding various buildings, both business and homes, the effect being a clay

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THOS. CUSACE CO.

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Campaigns Planned for Cattle and Poultry Feeds

Kasco Mills, Inc., Waverly, N. Y. manufacturer of cattle and poultry feed. manutaced its its advertising account with P. Remington Advertising Agency, Buffalo. A campaign on Beats-all Milk Grain Feed will be started in the summer in agricultural papers of Ohio, New York and Pennsylvania. Plans also are being made for a campaign on Kasco Poultry Feeds. The company has mills at Waverly and Toledo, Ohio.

John C. Frost has been appointed advertising manager of the Read-Taylor Company, printing, Baltimore, Md.

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DISTRIBUTION of SULPRONIC ACES by INDUSTRIES

Formula 4.4.15

Principles Reference 10.75

Commission of Sulproper 10.75

Com

This diagram shows where 6,000,000 tons of sulphuric acid was used by American manufacturers in 1923.

Sulphuric acid is such an important industrial commodity that its rate of consumption is a reliable barometer of general business conditions.

How much sulphuric acid did you eat last year?

You put sulphuric acid into your mouth whenever you eat one of a number of high-grade foodstuffs.

You put sulphuric acid on your face and hands every time you wash with soap.

In this country, last year, 6,000,000 tons of sulphuric acid went into the manufacture of foodstuffs, soap, dyes, paper, cement, paints, perfumes, glass, drugs, fertilizer, explosives, petroleum products, storage batteries, leather, artificial silk, etc.

The industries which manufacture these products (and other products such as rubber, salt, coal tar products, alcohol, solvents, sugar, etc.) are known as the chemical engineering industries.

These chemical engineering industries spend nearly \$8,000,000,000 each year for equipment, materials and supplies.

If you have anything to sell to the chemical engineering industries, an advertisement in Chemical & Metallurgical Engineering takes your story straight to more than 11,000 buyers in this eight-billiondollar market.

70

Each one of the fifteen McGraw-Hill Publications is the working tool and buying guide of the executive who buys in the field it serves.

These fields and the publications which serve them are—

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal-Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: Power, Industrial Engineer, American Machinist, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Export: Ingenieria Internacional.

Chemical & Metallurgical Engineering

A.B.C. A McGraw-Hill Publication A.B.P.

Tenth Ave., at 36th St., New York

May 8, 1924

The Advertising-in the Cleveland Plain Dealer-has pulled with avengeance



The Plain Dealer has the BUYERS

The Plain Dealer is the one Cleveland paper that can give merchants and manufacturers personal contact not only with the great majority of real buyers in Cleveland and Cuyahoga County, but with that large, responsive audience of people who live in Northern Ohio.

Throughout this great 3,000,000 market The Plain Dealer is the family newspaper, just as it is in Cleveland.

J. B. WOUDWARD 110 E. 42nd St., New York

WOODWARD & KELLY Security Bidg., Chicago Fine Arts Bidg., Detroit Ohe Plain
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SECOND & SOSTON STREETS

March 21, 1924

Mr. S. A. Collins, Cleveland Plain Dealer, Cleveland, Chic

Dear Mr. Collins:

So many good things were said of Flam Dealer efficiency and real" "homest - to - goodness" co-operation, in a talk that the writer had with our Cleveland representative - Mr. Thomas F. Coffey - when he was here at the office the other day, that I think it is only just that you should know something of our attitude.

When we contracted for advertising in the Plain Dealer last year and when our salesment undertook the merchandising of our campaign in Cleveland, we were fully continue of the fact that we had attempted by other means to penetrate the Cleveland market a year Defore without success. Consequently we were nome too sanguine about the results that might be forthooming from our efforts and co-operation with The Flain Dealer.

Er. Coffey was new to the territory and in every way we had to start from scratch. Your organization, to be sure, had presented us with a definite plan of action in which your forces were to co-operate with ourse. De had received many assurances of this kind in times past without complete fulfilliment on the part of the odgs who promised them. In checking up with Mr. Coffey recently the writer found that not city had you faiffilled every promise made to us and extended every co-operation laid down in your plan, but your ben had taken a very deep and sincers interest in our activities and had helped us, and Dr. Coffey in particular, in a multitude of definite ways not laid down in the original prospectus.

The net result of somewhat less than a year's work with you has been unqualifiedly satisfactory. From a standing start we have, with your help, succeeded in allying with our proposition over thirty-five enterprising and aggressive desires in Cleveland proper and a considerably greater number in that outside radius which is essentially a part of the Cleveland market. The acceptance of the ETAHIEE proposition on the part of the dealers is a much more epochal event than his mare purchase of a carbon of chewing gom or a case of ginger als.

The total volume of our business has been exceedingly gratifying during this past year and is increasing in a very healthy fashion. Seports from all of our good dealers are decidedly favorable to the results obtained from the KYARIZE campaign in The Plain Dealer. The advertising has pulled with a vengeance.

How that we are on the eve of releasing our spring advertising in *leveland we thought you would be glad to know of this condition and be assured further that we consider The Flain Dealer sankently fitted to carry the KTAHIZE messages into the homes of the Cleveland market exalusively, with maximum benefit to our dealers and to ourselves.

With every good wish for that unqualified success that must of necessity result from your splendidly organised efforts, we remain

Ric

C.A. Dana Redmond.

BOSTON WARMISH COMPANY

Samuel

R. J. BIDWE Times Buil Los Angelos

Dealer Alone Will sell it

R. J. BIDWELL CO. Times Building Los Angeles, Cal. 742 Market Street San Francisco, Cal.

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Another Reason Why New Orleans Is a Morning Paper City



In New Orleans domestic help is comparatively plentiful and inexpensive—an added reason why New Orleans is a morning paper city. Federal census figures show that in New Orleans there is one domestic servant for every 2% families. In Cleveland there is one for every 6% families; in Detroit one for every 6% families, and in Chicago one for every 5% families.

In New Orleans the employment of a fairly competent negro maid-of-all work at \$5.00 per week is by no means uncommon, since her earnings frequently supplement good wages earned by a longshoreman or plasterer husband or father. Thus the family of comparatively modest income is financially competent to keep at least one servant and New Orleans housekeepers have all the more time to devote to careful reading of the morning paper. Most of the shopping is done in the afternoon. The evening is likely to be devoted to a movie, a motor drive or some other form of recreation with hubby and the children.

The Times-Picayune

FIRST FOR THE SOUTH

Represented in New York, Chicago, St. Louis, Kansas City, Detroit and Atlanta by Cone. Hunton & Woodman, Inc., and San Francisco and Los Angeles by R. J. Bidwell Co.

How to Get Salesmen to Use the Sales Manual

After the Manual Is Distributed It Then Becomes Necessary to Encourage Salesmen to Read It

By E. B. Weiss

OF all questions that might be asked concerning sales manuals, perhaps the most important is: "How can we get our manual continuously used by our salesmen?"

A number of manufacturers issuing sales manuals have been asked for information on how to meet this problem. From their replies the following summary has

been made:

The simplest plan is to issue the manual in loose-leaf form and then send the salesmen periodic additions which they are expected to insert in the proper place. This at least has the effect of getting the road men to finger the book for a moment, and doing so may whet their appetites for a little reading in it. When these sheets represent modifications of data already appearing in the manual, several concerns insist that the salesmen return the obsolete sheets. This compels the men to retain the manual and keep it up to date.

It is interesting to note that the advertising section of the sales manual offers an exceptionally opportunity for revisions which keep the salesmen looking back over their books. This is an idea used by Pratt & Lambert, Inc., whose salesmen confine their attention entirely to staple products, the company reports. Only such a salesman could afford to ignore the manual to any extent. Even such salesmen, however, find it necessary to refer frequently to the manual about advertising matter in stock at a given time. The company's advertising features are being constantly changed and improved. Each salesman receives, at least every two months, a new list of advertising matter for insertion in his manual. This lists all advertising material in stock at that time.

The Munsingwear Corporation follows a somewhat similar procedure. Although J. A. Munson, sales manager, says that Munsingwear salesmen are very enthusiastic over their manual, it has been found helpful to send additional manual material from time to time. Mr. Munson states that his experience has been that by furnishing the salesmen with new photographs of garments casionally, as well as data sheets referring to the advertising campaign, their interest in the manual is maintained at all times.

THE MANUAL MAY BE AT FAULT IN SOME CASES

He believes that the manufacturers who find their representatives discarding the sales manual after a short period do not include in the book sufficient sales information which the men can use to good advantage every day. "Unless the manual is so compiled that it can be used profitably at all times," Mr. Munson mentions in passing, "it is quite natural for a salesman to lose interest in it."

It cannot be disputed that the more valuable the information a manual contains, the more likely it is that the men will refer to it frequently. However, in almost every sales force, and to a greater extent in some than in others, there will usually be certain men who fail to recognize the importance of the manual, regardless of the amount of information it may hold.

Take such a concern as the Fuller Brush Company. Because Fuller believes that its salesmen would not derive all the benefit they should from the selling information the company has compiled, were it given in a single bulky book, the manual is issued in the form of a series of book-

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lets. Everett R. Smith, advertising manager, explained that these booklets are given out one at a time. After the salesman has studied one book and satisfactorily answered questions designed to show whether he has absorbed the information, he is given a second booklet, but not until then. In that way, each salesman goes through all of the books, which might not be the case, even though the material is immensely valuable, were it all contained in one volume.

Even with this plan in operation, the Fuller company, according to Mr. Smith, thinks it advisable so to arrange the weekly sales meetings of Fuller salesmen, that there is plenty of opportunity for checking over the various basic points in the manual. These meetings keep the sales manual to the fore, and unless a man is entirely devoid of ambition, he is likely to leave each meeting with a renewed desire to refer to the

A related plan is in use by the Aluminum Cooking Utensil Company. Wear-Ever salesmen are supplied with a very complete manual called the Book of Instructions. This contains a vast amount of selling information which no salesman who really wishes to succeed can overlook. Despite the excellence of the manual, however, it was thought expedient to issue a set of seven booklets which are used in instructing salesmen during their first two months in the field. These booklets average sixteen pages. Each booklet is devoted to a single topic. Throughout the booklets, constant references are made to certain paragraphs and sections in the Book of Instructions where the reader is directed to look for additional or more detailed information.

Nor is this the only idea this company has devised for the purpose of getting Wear-Ever salesmen to use its Book of Instructions. Two other methods are outlined by Arthur P. Miller, specialty sales manager. One plan makes use of the company's corps of correspondents. Each corre-

spondent handles one or two districts. The correspondent is in touch with each salesman one or more times every week through the mails. He frames his letters so that they become very effective means of keeping the salesman constantly in touch with his Book of Instructions.

Then there is the Ko-oP Club. This club has a standing cash offer for articles that are printed in the company's weekly bulletin. It is no secret that the surest way to prepare material that will be acceptable in the Ko-oP Club is for the salesman to keep himself informed on the contents of his sales manual.

THE SEALY MATTRESS PLAN

Another concern which uses the correspondence idea to stimulate interest in the manual is the Sealy Mattress Company. We were told by E. E. Edwards that there are 150 men covering the entire country for the Sealy mattress. Mr. Edwards keeps in intimate personal touch with all the men through letters and by personal At the same time, even visits. though he believes his sales force is comparatively small, Mr. Edwards finds a sales manual a necessity and he has a number of ways of keeping the men interested in their books.

One is to write sales letters around the selling points made in the manual. These letters are framed so that the men are compelled to refer to the manual in order to obtain the full substance of the communication.

In addition, it has been found that allowing the salesmen to have a hand in the preparation of the book has the effect of causing the salesmen to look upon it more fondly. The first Sealy manual was produced five years ago. It contained about one-tenth of the information included in the present book. Much of this material was secured as a result of prize offers to salesmen for sending in the best suggestions for improvements in the manual or for suggested data to be incorporated in it.

Finally, Sealy conducts an oral

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49th State

—Add this new commonwealth to your map. It's a circle radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and in dustry than any other state can show.

The Globe Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

the City with \$87,000,000 to spend on Municipal Improvements

Here is an example of the influence of good roads in developing towns and communities. Road and rail communication keeps Effingham in close touch with neighboring towns, and particularly with St. Louis, the capital of the 40th State.

Effingham is a busy place, with dairying interests, knitting and flour mills, canning and furniture factories. It is the home of the Illinois College of Photography. Eighty-five per cent of the citizens own their own homes. Bank deposits total \$1,410,000.

Besides having easy access to St. Louis stores, Effingham has these local business interests deing an annual business of \$2,500,000:

- 16 Grocery Stores 3 Drug Stores
 10 Auto Dealers and Garages
- 3 Hardware Stores 2 Jewelers
- 7 Shoe Stores 4 Dry Goods Stores 2 Building Material Dealers
- 5 Furniture Stores 9 Stationers
 5 Men's Furnishings Stores
- 6 Confectioneries 4 Music Stores
 3 Coal Merchants

Every day the Globe-Democrat brings to the representative people of Effingham the news and advertising upon which they depend for guidance.

Globe-Democrat Circulation in Effingham: Daily—126; Sunday—186

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York Guy S. Osborn, - Chicago J. R. Sc Iaro, - Detroit C. Geo, Krogness, - - San Francisco Dorland Agency, Ltd., - - London Asso, American Newspapers, London and Paris examination during the regular quarterly sales meetings. Mr. Edwards reports that the salesmen have a knowledge of nearly every subject discussed and he feels that considerable progress has been made in this matter of getting the salesmen to use the sales manual.

Sewing Machine The Davis Company, we learn from C. E. Cheesman, manager of the Blue Bird Washing Machine Division, also employs the oral examination idea. Then, too, there is a meeting of from fifteen to twenty minutes each morning before the salesmen go out into their respective territories. During these meetings, the most logical objection of the day before, brought in by the salesmen, is analyzed and usually found to be covered in the manual. This cumulative display of how valuable the manual can be in solving the most stubborn objections is bound to have

frequently than formerly.

Just a step removed from the oral examination is the printed examination. A. Brock, advertising manager of the Keystone Steel & Wire Company, says that the only attempt made to check up Keystone salesmen on the study of the sales manual was an annual examination. This consisted of a series of questions based on the data found in the manual.

the effect of causing the salesmen

to look at it, eventually, with a

new respect and to consult it more

The results were rather disheartening and the company officials have been discussing other ways and means of getting the salesmen to devote more attention to the manual. It is probable that the examinations will be held more frequently in the future as one method of spurring the men to more intensively study their books.

An offshoot of the printed examination plan is the policy adopted by the Baker-Vawter Company. Last year, A. R. Glass, of the sales department, informs us, it was realized something had to be done to get the Baker-Vawter sales force to study the sales manual. With this in mind, a study course was prepared

which will take up practically all of this year.

MONTHLY QUESTION SHEET USED

Each month the men are sent a list of from ten to twenty questions on the chapters in the sales manual and they are required to answer these questions. The plan is not an examination in the true sense of the word, inasmuch as the men are privileged to read the articles in the manual and write down the answers as they find them in the book. The real object is to induce them to study the manual and learn where they can find information which will help them in their sales work.

The company is getting, according to Mr. Glass, 97 per cent cooperation from the sales force of 180 men. Many of the salesmen have not hesitated to say that the course is helping them materially.

As soon as this study course is completed, it is planned to publish the questions and answers and give them to the men who have already taken the course. In fact, these questions and answers are printed in a monthly publication of the Baker-Vawter Company after the examination is finished. However, the plan is to make them a permanent part of the sales manual. New men coming into the organization will be required to take the study course and will not be given the answers for their sales manuals until they have sent in their examination papers.

Finally, there is the plan used by a nationally known manufacturer of an automobile accessory. The sales manager of this concern supplied the information only on condition that the identity of its origin be not divulged. It is necessary, therefore, to refrain from mentioning any names in describing the following elaborate plan, but there is every assurance that the company is one of the largest in its field and in a position to talk with authority.

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The concern has a regular school where all new men are brought for a training course after they have been with the company several weeks. The course begins when ten or fifteen men are ready

Detroit News Rotogravure ~100% Attention ~Thorough Coverage



--Photo by Detroit News Studio

No publication anywhere offers advertisers so unique a combination of advantages. Here you have a medium with physical possibilities for illustrating the superiority of your product unsurpassed by any. Luxurious appeal, beauty and the compelling power of pictures harnessed to a circulation of more than 300,000—the greatest in Michigan!

The Detroit News was first in the field with a rotogravure section and has led in rotogravure advertising from the beginning. During 1923 The News printed over 140% more rotogravure advertising than the second Detroit paper. The News offers advertisers a coverage of its field unequaled by any other newspaper in a city of Detroit's size.

The Detroit News

FIRST IN DISPLAY ADVERTISING IN AMERICA, 1923 Greatest Circulation Daily and Sunday in Michigan

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MISS PREMIER, first Lady of Salad Dressing, has a long, hard drag to get attention here. She has to squirm out from between the shackles of soap flakes and select cakes—then limn a loophole in some cheese. It's tough—but she's a little ad in a big market, and can hope for little attention as she sits in her little booth—overwhelmed by competitors in bigger booths. The tabloid paper could help her a lot!

Limited Lineage Means Less Bury-age 024

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Tisn't advertising unless it's seen. In The News every advertisement, even the small one, has its chance to be seen! By limiting lineage, The News cuts down advertising competition—presents fewer advertisers more favorably to the largest Daily circulation in America. Get the facts!

SITTIN' Pretty! You bet she is. Among those present! Comfortably surveying lots of interested lookers. Visible!—no microscope or divining rod necessary. The message is over. Miss Premier's flavor will favor quite a few tables this evening. Of course we have some soap and cheese and cake ads, too, but we don't let them fight with each other. We can print only 82 columns in our largest issue.

TELL IT TO SWEENEY has been issued in folder form. May we send you the whole series? Write on your business letterhead.

THE NEWS

New York's Picture Newspaper

25 Park Place, New York 7 South Dearborn St., Chicago

to take it. They are first given a talk by the company's officials at a luncheon. Then they are taken through the factory and all the details of manufacture are explained to them.

After that, the manual enters. The men are put through a regular schooling, during the course of which they are required to learn the manual word for word. Be-

fore the men are allowed to leave the school, they must pass an examination on the manual-and it is a stiff test.

When it is felt by the person detailed to handle the school that the men know all they should, and after they have been given all the objections that could be thought of and which are covered by answers in the manual, they are permitted to go back on their ter-

But their interest in the manual is not allowed to lag. The men operate in crew formation. Over each six men is a crew manager who calls on them at regular intervals to make sure that they are using the manual. He works with them for several days at a stretch, calling on dealers and at night putting them through a full sale again to see whether they have completely mastered and remembered the manual's instructions. If they are not using the manual material as it is intended they should, the crew manager works with them every night, and possibly several hours during the day, until there is no doubt in his mind that the salesman knows everything that is between the covers of the manual.

Even after all this, efforts to get the salesmen to continue referring to the manual are not About once every six months, or perhaps nine months, the men are brought back into the factory and they go through the same procedure again. Eventually, the men come to realize that the arguments and sales methods of their own invention are not nearly as effective as those which the company wants them to use. Once they arrive at this stage, they no longer need to be prodded into

using the manual.

Will Contrast Foreign Advertising

An advertising exhibit will be a fea-ture of the Eleventh Foreign Trade Convention, at Boston, on June 4, 5, and 6. This exhibit will be divided into two parts: An exhibit of American pre-pared export advertising material, and an exhibit of foreign prepared advertis-ing material used by competitors of American exporters.

American exporters.

American exporters.

The exhibit is being prepared at Boston by a special committee representing the Association of National Advertisers and the American Association of Advertising Agencies. The American exhibit will show the campaigns of five typical American exporters and the sales results achieved. Typical examples of foreign advertising, posters, cards, photographs, sales literature, etc., will make up the foreign exhibit, and are intended to suggest to American exporters the to suggest to American exporters the methods and mediums which are pop-ular in foreign countries.

New Accounts with Duluth Agency

The Northwestern Oil Company, Superior, Wis., has placed its advertising account with Shadbolt, Carnes & Nolte, Inc., advertising agency, Duluth, Minn. The advertising accounts of the Hoar Shovel Company, Duluth, and the Superior Door Catch Company, Superior, also have been placed with Shadbolt, Carnes & Nolte, Inc.

New Campaign for Soil Tonic

Newspapers and farm papers are being used by Earth-Ritch, Ltd., Toronto, Ont., a new concern marketing a liquid soil tonic called "Soilgro," P. S. Byashe & Co., also of that city, are the distributors. The advertising is directed by the Toronto office of the Campbell-Ewald Company, Detroit advertising agency.

Elected Vice-President

Commercial Poster Company R. E. O'Boyle, for several years Eastern sales manager at New York of The Commercial Poster Company, Cleve-land, has been elected vice-president of that organization. He will continue to make his headquarters at New York.

Austin, Nichols Profits Higher

Austin, Nichols & Company, Inc., wholesale grocers, Brooklyn, for the fiscal year ended January 31, 1924, report a net profit after tax deduction, etc., of \$929,885. This compares with \$648,763 in the year ending in 1923; \$24,698 in 1922, and \$391,024 in 1921.

P. J. Kingsley to Join Curtis Publishing Company

Paul J. Kingsley will join the New York office of the Curtis Publishing Company, about May 10.

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Modes & Manners A MODERN MAGAZINE OF FASHION





Modes & Manners

THE MAGAZINE

Briefly, the editorial purpose of Modes & Manners is to indicate the trend of fashion in everything—to follow and interpret fashion in every phase of life—to make fashion live in its entirety.

In accomplishing this, Modes & Manners will naturally create desires—for imitation, for possession. And it will create something else; something of inestimable value to the advertiser—a buying attitude in the minds of its readers. Modes & Manners readers will be anxious to buy, if you offer the right kind of merchandise.

250,000 well-to-do people, readers of *Modes & Manners*, will be in a buying mood—do you care to take advantage of it?





Modes & Manners

ITS READERS

The eight stores, through which Modes & Manners is to be circulated, have selected from among their customers those who are (1) of sound financial standing and, (2) regular buyers of good merchandise. The credit managers of these stores are the Modes & Manners circulation managers.

This means that (1) Modes & Manners readers are able to buy what you have to sell and, (2) they will buy if, through your advertising, you make them want to buy.

Modes & Manners readers set the standard of living in their respective cities. Through influencing them, this magazine will influence the fashion thought of whole sections of the country.





Modes & Manners

ITS PUBLISHERS

Modes & Manners is the sixteenth of a series of successful publications issued by The Standard Corporation. It is edited in New York by a staff of fashion merchandising specialists working in close cooperation with a selected group of eight nationally known dry goods and department stores.



THE STANDARD CORPORATION

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PATRICK F. BUCKLEY, Advertising Manager 222 East Superior Street, Chicago, Illinois

ROBERT R. JOHNSTON, Eastern Advertising Manager 681 Fifth Avenue, New York, New York



Brown Derby Entries for the Advertising Dictionary

"Halitosis," "Dermutation" and a Host of Others Are Crowding for the Honor of Recognition

By Silas Hopper

DURING a test, fifteen persons were asked to write down all of the words they could think of. Nine of them reached the imposing aggregate of 1,500 and had a feverish struggle of it to accomplish this figure. They came out of the experience perspiringly woebegone and disillusioned.

Incidentally, in the test mentioned, the proportion of misspelled words was an item to cause shivers of apprehension for the

intellect of the world.

It is said by experts that the average man's vocabulary—his kit of usable, practical words—does not extend beyond 3,000, and in

many cases it is less.

However this may be, advertising apparently disregards stern statistics and uses, not only words which are seldom encountered but others which have been deliberately coined for exclusive use. The need for this is perfectly apparent. Webster found only the comparatively minor number of 450,000 words in his brief volume on the subject, but then in his day things were done superficially, of course!

Advertising copy writers frankly concede that they are handicapped by this shortage of workmanlike words. And so they have been compelled to create numerous new ones, and to go on a conscientious search for existent words which have not become threadbare or shiny at the el-bows and approximately obsolete through over-indulgence.

In a beautifully descriptive advertisement for a flowery winter resort paradise, we come upon a sentence that baffles and perplexes us. We are frankly overwhelmed by a consciousness of ignorance. When we had the advantage of a college education at our disposal, we neglected the opportunity.

This sentence is short and to the point:

"Surrounded by the luxuriant

glory of rhapidophyllum."

What would you say that meant? Probably there are literally millions of readers of advertising who recognize the animal at a glance. It is certainly not an extinct species, because it is offered as one of the inducements of a vacation jaunt.

"Rhapidophyllum," of course, is just a species of American palm, a sort of blue palmetto, if you please, nor is this its party gown, scientific name. The real word, done in terms of professional gentlemen, is not so simple or so uninvolved as rhapidophyllum.

AND THE HEAD OF THE HOUSE LOSES HIS DIGNITY

The good wife came to us the other evening, having been quite absorbed in a bank advertisement appearing in an evening newspaper. "What," she asked, "does nuncupative mean?"

We hesitated for a moment or

wo.

"Well," we countered, clearing our throat, "it is doubtless vernacular—an abortive abbreviation of noncommunicative, meaning unwilling to talk."

"But that doesn't make sense in its relation to this advertisement," she persisted. Together, we looked the word up with a feeling of pronounced embarrassment. We should have known. It's a specific type of will, a legal document.

An advertisement widely used in magazines and newspapers, asked if the reader has "pleurodynia." We have had almost everything but that. Curiosity compelled us to investigate. Pshaw! It's just a form of rheumatism, with a family resemblance to pleurisy.

Sheer astonishment shone in the

eyes of a quiet little man as he read a display featuring the fact that here was a new spark plug with a sillimanite core, the result of countless experiments in laboratories, with ceramic mixtures. It had been so long since he had studied his Latin and Greek, he admitted, that he just couldn't recall what sillimanite and ceramic meant, but it would come to him in a minute; just give him time.

Radio has shown an astounding tendency to add punishment to the human vocabulary. A friend of ours admits that he has never bought a receiving set because he hadn't learned how to pronounce "antenna," and he was afraid of what the seasoned dealer might say when he attempted it. "Selectivity" has come thundering out of obscurity on the wings of wireless, and if you do not know the significance of "radiotron" or "neutrodyne" you are really not worth bothering with.

"Do you know the significance of phenylamme?" a headline asks. We give up without a struggle. No, we'll bite; what is it, Mr. Advertiser?

Of course, if you were at all well grounded in dictionary study, you would realize, at a moment's notice, that this word applied to a series of organic bases regarded as formed from ammonia, and the advertisement, highly technical, is

drawing a parallel. There is something of pathos, of suffering, of the frailty of man, in any casual reader's mumbling difficulties when he encounters "imperturbability" and attempts to pronounce it as if it was an everyday event in his life. An advertiser recently used the word "necessarianism" three times in one piece of text. We are just a little opposed to "obligistic" in advertising copy, while appreciating the sound fundamental basis of the idea and the derivation. "Molecularity" is another large mouthful for a vast number of simple souls who were never very good at syllables when they come in clashing bunches.

In describing waste steam, an advertiser, addressing the message to factory owners, said:

"From a dozen time-worn pipes come the sibilatory warning of waste."

But then it would have been so commonplace to have said "hissing." Why should the verbiage of advertising be too obvious?

In another instance, we were just a little retarded, mentally, when we read:

"And above this lofty range drifted the clouds, fractocumulus, storm-swept."

It would appear that the clouds had a perfect right to feel storm-swept—called anything as complex as that. It meant, of course, that they were ragged. Is it presumptuous to suggest that more people should be familiar with fractocumulus?

THE SEARCH FOR THE "IMPORTANT SOUND"

Some copy writers appear to search about in the hidden archives of verbiage for mysterious words—words which have an "important sound," words which mean absolutely nothing to the average individual, until they are carefully dissected and explained, whereupon they are proudly pounced upon and made company trade-marks, as it were.

"Dermutation allows more time for breakfast" is one of those tricky headlines, boasting an embedded stickler of a word.

Dermutation is the scientific term for absolute beard softening. And a very popular shaving cream selects it as a hinge upon which to swing a campaign.

"Good morning; have you finished your dermutation?" is apt to be a morning suburbanite salute in a decade from now, and men will toss it off as casually as they once prosaically referred to softening their chin stubble. Of course, we can't resist the temptation to speculate on what farmers will think about it. Dermutation is one of those fancy affectations and sounds more like an affliction than a morning accessory of the successful shave.

But see what has been done with "Halitosis"! There are certainly two sides to the question. The other day, bursting out into

FROM THE DATA BOOK OF HARPER'S BAZAR



A Day from the Life of the Woman · Who · Reads · Harper's Bazar

At NINE

No, it's after nine. "We're horribly late!" she whispers. The first act is almost over. The Woman-Who-Reads-Harper's Bazar floats down the aisle and leaves a little rustle of whispers as she goes. "My dear, don't you know who she is?"...." I'm going to try to do my hair that way."...." They are wearing gloves again, aren't they?"

(To be continued)

It is an accomplishment for which any manufacturer may well strive: to secure the approval of the fashionable world for his product. Get the leaders first and the rest will follow.

Harper's Bazar

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May 8, 1924

a gladsome song of spring, an advertiser used the word "madrigalian," which is 100 per cent pure and quite above reproach, but our next-door neighbor, Smith, riding home with us that evening on the 7:45, timidly pointed it out and asked its significance. It stumped him.

"Comes from madrigal," we ex-

plained proudly.

"Oh, one of the early spring flowers," he exclaimed guiltily. "I thought I knew what it was."

Smith would have hesitated a

Smith would have hesitated a while over "garmenture" in a clothing advertisement, because Smith has fallen into the silly habit of referring to such things as a "suit of clothes."

Why—we would gamble a prodigious amount that Smith would never be able to translate "hemitpous," although everybody knows that the advertiser simply meant to say that the mechanism he was describing "turned half way

around."

But Smith belongs to the common people. Maybe there are some Smiths among the readers of PRINTERS' INK who could add to my "Brown Derby Entries for the Advertising Dictionary."

New Advertising Service Formed at Chicago

A new advertising service business has been formed at Chicago under the name of the TriAd Direct Advertising Service. The officers are: Albert H. Highton, president; F. I. Lackens, secretary and treasurer, and Hubert Morley, art director. Mr. Highton formerly was with the advertising department of the American Writing Paper Company, Holyoke, Mass, and more recently was with the bureau of advertising of the United Typothetae, Chicago. Mr. Lackens and Mr. Morley also were with the United Typothetae, where Mr. Lackens was chief of the plan and copy department of the bureau of advertising.

Silver Fox Breeder Appoints Rochester Agency

The advertising account of Windswept Farms, Henderson, N. Y., breeder of silver foxes, has been placed with the Hutchins Advertising Company, Rochester, N. Y. Space is being used in publications reaching the fox trade and in sporting and outdoor magazines.

Working for Simplification in Spark Plug Sizes

The other day, bursting out into

Elimination of the superfluous varieties of diversified sizes and styles of spark plugs is the objective of work which is now being undertaken by the Division of Simplined Practice of the Department of Commerce. The Division is taking up this matter with the Society of Automotive Engineers, the National Automobile Chamber of Commerce, the Automotive Equipment Association and the American Automobile Association as representatives of the several interests concerned with this problem.

Manufacturers of spark plugs, in letters to the Division, express the opinion that the present variety could be appreciably reduced with resulting benefit to the spark-plug manufacturer, the car builder, the accessory and supply dealer and also to the car owner. These manufacturers believe that much can be accomplished toward simplification through the co-operation of all interests. It is almost unanimously recognized that simplification will relieve them from the burden of large inventories and will re-

almost unanimously recognized that simplification will relieve them from the burden of large inventories and will release for other purposes capital now tied up in equipment necessary for making "special" types. To the distributors and jobbers it will mean quicker turnover and more effective advertising. The car owner will be benefited by the convenience of obtaining the right size of plug, irrespective of where he and his

car may be.

A Listening Ear Waits on House-Organ Name

New England Electric Specialty Co.
Boston, Apr. 24, 1924.

Editor of Printers' Ink:
We are planning to establish a new

house-organ.

We plan to use the name "Microphone." We would very much like to know if this name is used for a similar purpose by any other concerns. Perhaps you can tell us.

New England Electric Specialty Co.

H. W. Casler Returns to Advertising Work

Howard W. Casler, for more than ten years engaged in advertising work with the New York Telephone Company, and since 1919 engaged in personnel work, has returned to the New York Telephone Company as division publicity manager of the company's metropolitan territory which includes Manhattan, Bronx, Westchester, Long Island and northern New Jersey.

Martin & Martin Appoint Paschall

Martin & Martin, shoe manufacturers and retailers, Chicago, have appointed Irvin F. Paschall, Inc., advertising agency of that city, to handle their advertising account. The daily average net paid circulation of the Chicago Evening American during April was

467,731

CHICAGO MERICAN

A Good Newspaper

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Select your local advertis would select a

If you were considering a location for a retail store in Cincinnati you would want to know how many people pass it every day and what is their buying power and spending proclivity; you would consider carefully the character of your business neighbors and what class of buyers they are serving. You wouldn't pay Fountain Square rent for a Cumminsville location, or Dixie Terminal rates for a store at the Kentucky end of the bridge.

Just so with your local advertising medium. How many people in greater Cincinnati does it reach? Who are they and what are their buying habits? How much display advertising lineage does it carry and what What do the leading local merchants and national advertisers think of it? Has it in fact an efficient and acceptable coverage of the local market or is its circulation spotty, thin, "over the hills and far away"?

CINCINNATI

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

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vertising medium as you a retail store location

Make such an investigation in Cincinnati and you will find that there is one afternoon newspaper that goes daily to four out of every five families in the city and its immediate suburbs. This one paper reaches practically the entire native white, literate population of the community—the people who desire good things and who have the means to buy them.

The paper is the Cincinnati Times-Star with a daily city circulation of 112,062 copies net paid, A. B. C., leading the second afternoon paper by almost 28,000 and distancing the first morning paper by 70,183 copies.

You will find that the Times-Star's lead in display advertising lineage both local and national is even greater than its dominance in circulation, a leadership that has been unchallenged for sixteen consecutive years.

Select your newspaper with the same business judgment that you would apply to the selection of a retail store in Cincinnati. There can be only one outcome—

The Times-Star.

TIMES-STAR

Member of Audit Bureau of Circulations

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Henri, Hurst & McDonald A D V E R T I S I N G 58 East Washington Street · Chicago



To homebuilders, architects, contractors and lumber dealers, the name MORGAN is synonymous with quality, service and value.

It is a pleasure to us to serve the Morgan Woodwork Organization.

We have recently published an advertising book—"High-Unit vs. Low-Unit Merchandising." A copy may be had on request by any business executive.

Dealers Surprise Manufacturers by Wanting Shorter Lines

Simplification in the Paint Industry Has Established Maximum Limits

Special Washington Correspondence

N actual reduction of items, the recent conference of the paint and varnish industry in co-operation with the Department of Commerce, for the purpose of simplification, appears to have been less successful than similar attempts of many other industries. But when all of the peculiar difficulties of the paint business, both from a manufacturing and a selling standpoint, are considered, the conference is found to have made exceptionally valuable progress in the right direction.

Every period of slack business offers the paint manufacturer the temptation to increase his line. The advertising of a few new shades, with the publication of color cards containing them creates a demand, and the resulting orders from the retailers may prevent a shut-down, or mean the difference between half and full factory time for a period of six

weeks or more.

War experience convinced many paint manufacturers of the advisability of greatly reducing or cutting out the stocks of infrequently called-for items. During the war the simplified program materially reduced the variety of sizes of cans and the colors and shades of paints, varnishes, enamels and stains, and eliminated numerous unnecessary shapes of containers. But despite the resulting economies, since the war a growing number of manufacturers have shown a decided tendency to get back to the old policy of increasing their lines to the point of needless diversity.

Frequently the main objection to simplification comes from the selling end of an industry with the argument that the dealer insists upon a variety for his selection; but in the instance of the paint industry, the hardware dealers-32,000 of them—are insisting on a very much greater reduction in the

number of colors and sizes than the manufacturers think advisable.

The report of the conference, with its recommendations, suggests that a number of sizes and shapes of containers be discontinued, and that no shades or tints be produced by any one concern in excess of the following maximum numbers:

Interior floor paints and floor enamels	10
House paints	32
Flat wall paints	20
Enamels	14
Possb soints	
Porch paints	8
Roof and barn paints	4
Shingle stains	14
Auto and carriage paints or enamels	10
Oil stains	10
Varnish stains	8
Spirit stains	14
(All the foregoing exclusive of black	
and white.)	
	22
Oil colors	36
(Including black but counting the	
several shades of a single color	
as one color.)	
Architectural and marine varnishes,	
interior and exterior	10
Other varnishes	28
(Including all not specified above,	-
(Including all not specified above,	
such as Japan driers, Asphal-	
tum, etc.)	

This program has been rather severely criticized by a great many retail dealers and a few manufacturers because it includes more items than did the war schedule. In fact, at the recent conference, the president of the National Retail Hardware Association said that his organization especially commends those paint manufacturers who, in the interest of lower production and distribution costs, have found it possible to make reductions below the wartime standards, and he expressed the hope that the entire industry will continue its effort to simplify, with special reference to the reduction of outside house paints to twenty - four maximum of shades, black and white. "In such a constructive work," he added, "the National Retail Hardware Association pledges its co-operation and support.

Many of the retail hardware

people contend that the outside house paints should be reduced to eight colors, since 95 per cent of the business in the line is done on that number, and that the other lines should be reduced in proportion. But while such drastic reductions would relieve the dealers' stock burden, they would undoubtedly curtail the sale of paints and varnishes.

The other day, T. A. Flynn, of Washington, offered some interesting comment on this and other phases of the controversy. He has had many years of experience in both the wholesale and retail paint business, is a director of the National Association of Paint Distributors, and a member of Butler-Flynn Company, one of the largest paint concerns in the

"In selling hardware dealers," he said, "we find that a great many are hampered by slow turnover and dead stock due to an excessive number of items; but we believe that the condition is not so much the result of number of colors manufactured, as it is to the number of manufacturers the dealers buy from. It is a fairly general custom for hardware dealers to stock two or more dif-ferent lines, instead of confining their purchases to one widely ad-This vertised line of paints. This invariably results in a large and confused stock, besides other handicaps to good business that are obvious. And I believe that simplified buying practices are just about as necessary as simplification in manufacturing.

"There is no doubt that twentyfour colors in outside house paints are enough to stock completely any single retailer. But every dealer cannot sell the same twenty-four colors, which makes it necessary for the manufacturer to increase the limit to about thirty-two.

"Those who adversely criticize the results of the paint conference fail, I think, to remember the chaotic condition of the industry before the war. If you compare the pre-war lines with the conference program, you will realize that the conference has resulted in considerable progress. basis, I do not think it possible to give the Division of Simplified Practice too much credit for the formulation of a statement of recognized practice, for providing indispensable aid in the fixing of maximum limits. The industry was showing signs of drifting back into the old condition of almost endless varieties; but now we have a fair and reasonable basis of simplification on which further problems of the industry can be worked out at future conferences. This offers the necessary time for the education of the public which, in the paint business, takes a very important part in any effort toward simplification."

General Motors Income Increases

The General Motors Corporation, De-troit, for the quarter ended March 31, 1924, reports an operating profit of \$28,261,034, as compared with \$27,532,-964, for the same period of last year. Net income for the first three months of Net income for the first three months of the current year is given as \$19,554,753, after depreciation, interest, Federal taxes, etc. This compares with net income of \$19,477,531, in the corresponding quar-ter of 1923.

> New Campaign for Radio Equipment

Radio Equipment
Radio publications are being used in a campaign which has been started by the Cannon & Miller Company, Inc., Springwater, N. Y., on Camo radio head sets and Camco loud speaker units. It is planned to extend the campaign to include additional radio and music publications. This advertising is being directed by the Buffalo Advertising-Agency, Buffalo.

Sausage Mold Account for Bohnett & Company

The Sausage Mold Corporation, Louisville, Ky., has placed its advertising account with Bohnett & Company, Cincinnati advertising agency. Business papers and direct-mail advertising will be used to reach dealers.

Plans Campaign on Rado Foam Cleanser

The Rado Manufacturing Company. Muncie, Ind., is planning an advertising campaign on Rado Foam, a cleanser. This advertising will be directed by the Caldwell-Baker Company, Indianapolis advertising agency.

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Stabilized Advertising Values

DVERTISERS who first began to buy space in THE WORLD in 1883, or in THE EVENING WORLD in 1887, have about forty years of cumulative influence back of every line of space used in these newspapers.

This is what some advertising experts call continuity of impression, and the wisest among them place a high value on it.

You cannot buy continuity of impression in newspapers that are here to-day and gone to-morrow. Mergers, absorptions and intertwining of newspapers disturb readers and destroy one of the most essential qualities of sane advertising.

Unaffected by overnight changes of ownership or policies, THE WORLD and THE EVENING WORLD continue to deliver that consistency of service without which advertising is only another form of commercial bally-hoo!



MALLERS BUILDING CHICAGO

PULITEER BUILDING NEW YORK

GENERAL MOTORS BUILDING

SECURITIES BUILDING CHANCERY BUILDING TITLE INSURANCE BUILDING WASH. SAN FRANCISCO, CAL. LOS ANGELES,

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Keeping Memory Green between Salesmen's Visits

Some Ways and Methods That Can Be Followed

M. E. GROCE & COMPANY NASHVILLE, TENN. NASHVILLE, TE Editor of PRINTERS' INK:

For over two years I have been a constant reader of PRINTERS' INK and PRINTERS' INK MONTHLY. You have in these publications rendered service to concerns that were in doubt as to the advisability of doing certain things and it is for this reason that I consult you now

I am a sales agent going between the manufacturer and jobber, working over a small territory in the South. I find in covering this territory that before I get back around some of my trade has forgotten me and more especially in going into new towns, which I have never made before, I do not have any definite way of introducing myself previous to call.

The thought occurred to me to have my picture printed on this letterhead and before I called on a concern, write them a letter advising them that I would call on a certain date. Of course, I have written letters before but unless I arrive about the time that my letters do they seem to forget that I have written them.

What effect, in your opinion, would my picture, on this letterhead, have in introducing me to the trade? Will there be any ill effects? Do you think it will help my purpose?

I will be very grateful to you for this information and assure you that it will have my highest appreciation.

M. E. GROCE & COMPANY

M. E. GROCE.

WE can see no objection to our correspondent using his picture on his business letter-heads. The constant repetition of the picture will help to identify him to his trade.

Using the picture, however, will not entirely overcome the difficulty with which Mr. Groce is contend-To keep himself in the minds of his prospects, between his visits, it will be necessary for him to do considerably more than print his photograph on his letterhead.

Some salesmen object to sending out advance cards, announcing to their prospects that they will call on such-and-such a date. But for most salesmen, calling regularly, this is probably a good thing to do. The card in a sense makes an appointment for the salesman. It paves the way for his visit. Many

of these advance cards contain the salesman's photograph. When a salesman who sent a card like this calls, the jobber or retailer is likely to recognize him and to feel under more of an obligation to see him than the traveler who did not announce his pending visit.

But the salesman, or rather the house which sent him, should not let his promotional work stop with the sending of advance cards, Regardless of how frequently Mr. Groce calls on his trade it is not so frequent that it is not necessary to follow up his calls between visits. With handto-mouth buying prevailing, with frightful competition that exists among salesmen, and with many companies working nearby trade every day over the telephone and in other ways, there is little chance for the salesman who calls only infrequently. The time when buyers purchased all their requirements six months ahead is past. Good merchants now buy every day. The salesman who "makes his trade only every few months is not going to get these daily orders, unless his house has a system for constantly combing his territory with advertising. comb it thoroughly, catalogues, letters, direct advertising, businesspaper advertising, blotters, samples. the telephone and the telegraph may be used.

We would suggest that Mr. Groce use a combination of several of these methods. In this way he can keep a steady flow of orders going into his office, in addition to those that he is getting in daily personal contact

with the trade.

Entirely too many concerns depend on their salesmen to bring in all their business. These companies have no conception of the sales they are missing because of their failure to back up their salesmen with a variety of direct solicitations. A campaign of this

EVERYTHING comes to
Him who waits—
Perhaps:
But the possibilities
In the modern version
Are more manifest!
"Everyone comes to him
Who advertises."

(American Weekly Magazine Understood)

Eighteen million Reading reasons!



A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times Chicago—Herald and Examiner Milwaukee—Telegram Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Baltimore—American

"If you want to see the color of their money-use 'color'." A.J.K.

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SINCLAIR LEWIS' New Nove relass Begins in the June Designer

S INCLAIR LEWIS had been writing good stories for American periodicals for years, but "Main Street" took the country, critics and general public alike, by storm and became one of the first really great American novels to pass the 100,000 mark—which among books is the equivalent of magazine circulation in the millions.

"Babbitt," that satire of the American

business man which inspired soul-searchis among hundreds of thousands of them, so passed even "Main Street" in popularis And his new novel, perhaps the important of the three, "Dr. Mari Arrowsmith," starts in the June issue

The Designer, now on sale. Start "Dr. Martin Arrowsmith" in

current issue.

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What—advertisingly speaking—is the best fiction?

ADVERTISINGLY speaking, the best fiction is the kind that develops the most circulation with the best reader influence.

This is not necessarily identical with literary excellence according the standards of the critics and the cognoscenti,—for there is no surance that their approval actually extends the influence or recogition of good books to any considerable degree.

Clearly, in an advertising sense, there is little gain to a periodical on the publishing of stories by now obscure future Conrads and fachens. It is regrettable, but true, that not all merit is instantly cognized.

And at the other extreme there is the chambermaid school, with illowings as extensive as they are undiscriminating; and relatively eaking there is little profit in these, because the sheer weight of umbers cannot compensate for the potboilers' lack of real influence.

The fiction that finds its surest goal with publishers—and with distributions is the kind that earns both the approval of the distinuinating and widespread popular recognition.

It is upon authors both good and popular that the Butterick ublishing Company has concentrated its effort in developing fiction.

Out of their success in securing the work of such authors as Sinair Lewis, Zona Gale, Kathleen Norris, Edith Wharton and ooth Tarkington, and others of like excellence and popularity, The elineator and The Designer have entrenched themselves securely the minds of more than a million and a half exceptionally beterclass American families.

The Butterick Combination

The DELINEATOR and The DESIGNER

NEW YORK

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kind can be made highly effective. In the February, 1922, issue of PRINTERS' INK MONTHLY there was an article which told how a star salesman of the Cottrell Saddlery Company, of Richmond, Va., kept in touch with his trade while he was confined to his bed for several months with a serious illness. All during his illness this man kept a constant stream of direct solicitations going out to his customers. The campaign was extraordinarily successful. It accomplished three things. It made the salesman more popular than ever in his territory. It advertised the Cottrell Saddlery Company in an unforgettable fashion among the salesman's customers. Also, and what is most important of all, it brought in \$12,000 more in orders than the salesman had sold on the road himself during the same period the previous year. That is an example of what can be done in work of this kind.

Another mistake that companies make which do not maintain a direct point of contact with their customers is that they permit their business to be built up around their salesmen. Thus they become too dependent on the salesmen. The men control the business. This will not happen if the house projects enough promotion direct to its customers, outside of the instrumentality of its representatives. This trade advertising will not only keep the house, itself, sold, but it will help the salesmen in their own efforts.-[Ed. PRINT-

ERS' INK.

Made General Manager, Pennsylvania Rubber

George W. Daum has been elected vice-president and general manager of the Pennsylvania Rubber Company, Jeannette, Pa., succeeding the late Seneca G. Lewis. He was vice-president and assistant general manager and has been with the company since 1909.

Graver Corporation Account with Thomas Agency

The Graver Corporation, East Chicago, Ind., manufacturer of tanks and water softening apparatus, has placed its advertising account with the David C. Thomas Company, Chicago advertising agency.

A Problem That Is Giving Sales Managers Grav Hair

THOMAS J. LIPTON, INC.
HOBOXEN, N. J., Apr. 30, 1924.
Editor of PRINTERS' INK:
"Is the Traveling Salesman Slipping?" in PRINTERS' INK of April 17, certainly did contain startling information, and a portion of it is so definitely true that every sales manager is undoubtedly having gray hairs added to his head in an endeavor to check this tendence.

tendency.

Much could be said upon the subject, Much could be said upon the subject, but it does not seem as if we are getting the type of fighting salesman—aggressive, yet polite and diplomatic, without being weak—that used to be obtainable for detail work. In other words, it seems to be so much easier to take orders than to make sales. The men obtainable today do not seem to realize their responsibility as salesmen for the aggressive development of the business in which they are employed, feeling rather, or acting at least, as though the only thing that concerned them was how only thing that concerned them was how their next meals were to be obtained and how their salaries could be obtained with the least effort on their part. The writer would surely like to have

further information along the line—not as to how and why they are falling or how hard they are falling, but how and by what means we can instil into the traveling salesman the type of enthu-siasm that will make friends for the companies by whom they are employed.
THOMAS J. LIPTON, INC.,
C. E. McGown,

Eastern Sales Manager.

Pickwick Arms Appoints Hazard Agency

The advertising account of the Pickwick Arms Hotel, Greenwich, Conn., has been placed with the Hazard Advertising Corporation, New York. The campaign plans for this account call for the use of national magazines, direct-mail advertising, and New York City newspapers. The McBride-Ogden Construction Corporation, New York, also has appointed the Hazard agency to direct its account. Newspapers and direct-mail advertising will be used.

H. D. Cantlon Joins Ronalds Agency

H. D. Cantlon has resigned from the H. D. Cantion has resigned staff of McConnell & Fergusson, London, advertising agency, to join the ont., advertising agency, to join the Ronalds Advertising Agency, Ltd., Montreal. Mr. Cantlon formerly conducted an advertising art. studio, and was at one time associated with the Consolidated Advertising Service, Toronto.

"Radio Journal" Appoints F. E. Wales

Radio Journal, Los Angeles, Calif., has appointed Franklin E. Wales, publishers' representative, Chicago, as Eastern representative.

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CONFIDENCE

Is the foundation of all business.

You can build it into your business by advertising in a newspaper which enjoys the confidence of its readers to perhaps a greater extent than any other daily in America.

Its Character Creates Confidence

THE NORTH AMERICAN

PHILADELPHIA

New York Chicago
John B. Woodward Woodward & Kelly
110 E. 42nd St. 360 N. Michigan Ave.

THE OLDEST DAILY NEWSPAPER 18:1 AMERICA — 1771

Detroit Weedward & Kelly 408 Fine Arts Bids.

San Francisco R. J. Bidwell Co. 742 Market St.

STATE DICK BARTHELMESS IN SONNY

LYR-U



In the Heart of Minneapolis, Minn. Hennepin Ave. 87th St. Your message on

Your message on this spot reaches all of Minneapolis and its surroundings.

CHICAGO HARRISON, LOOMIS AND COMORESS STS

PANTAGES

Foster & Waldo Co.
PIANOS-AMPICOS-VICTROLAS
BIL NICOLLET

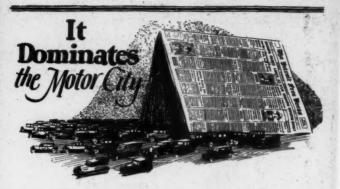
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CHES IN 48 PRINCIPAL CITIES

NEW YORK, BROADWAY & 5TH AND AT TWENTY-FIFTH ST





In this great market—Detroit—the automobile capital of the world, there is but one morning newspaper—The Detroit Free Press, dominating the field at an hour when there is nothing else to compete with it for interest or attention.

A confidential friend of the family in thousands of the best homes in this market —homes that represent beyond question the actual buying power of the community, The Detroit Free Press offers to the advertiser an immediate solution to the problem of multiplying sales quickly in America's Fourth City.

Its present circulation of 169,598 daily, 252,737 Sunday, represents a quantity-quality group that for responsiveness and ability - to - buy, unquestionably has no equal in this territory.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, INC. National Representatives

New York

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The Importance of Portraying True Characters in Advertising

Whether or Not a Copy Character Is True to Life May Determine Its Status as a Debit or Credit on Your Advertising Ledger

By A Commercial Art Manager

ONE of advertising illustration's strongest assets is an absolute correct characterization when it deals with specific types. There can no longer be any such thing as conventionalized, idealized studies. Generalization is not received with good grace by the modern public. The average man has become a fine judge of human character himself.

Four or five months ago, a most ambitious campaign in farm journals was run in behalf of a fine package coffee. The pictures seemed extraordinarily painstaking. An artist of unquestioned ability had been assigned the task of producing them. The advertiser himself, who had once lived on a Minnesota farm, passed them without question.

But they created mild resentment wherever they appeared and dealers were the first to warn the advertiser that the campaign would do more harm than good. Why? For the very simple reason that the character studies of these farm folks were not true

to type.

They were superficially attractive. Men, with the faces of bankers, were put in farm togs, and women, of the city manner, were given aprons and bonnets. They were gorgeous burlesques. Farm people did not understand and imagined there was covert "foolish." They only knew that these characters were not real folks of the rural section as they had always observed them.

Sincerity of character portrayal in illustrations is easily as important as the same quality in advertising copy, and even more speedily recognized. Departure from it weakens the message, A sympathetic appreciation of people, just as we find them in the daily progress of life, invariably wins the critical reader's tribute. How do some advertising characters persist in their popularity, from one generation to another, without a sign of decreasing power to attract favorable interest? Very largely because they are extraordinarily and intensely real and human. They are recognizable types.

For many years there has been used in connection with the advertising of Daisy air rifles, a laughing, good-natured boy. He is not "good-looking" as boys go. No one would consider him handsome. His shock of light hair straggles over his forehead, and his grin is just a little silly. But he is a real boy. Every person who sees this picture immediately finds in it the likeness of a boy he knows or knew. Therefore, as an advertising character, it can never grow really old nor outlive its usefulness.

A FEELING OF ACQUAINTANCESHIP

Such human types have the widest possible appeal. A reader feels that he has stumbled upon an old friend, a familiar figure. The grinning Daisy boy will be serving a useful purpose many years from now. He is fundamentally sound as a genuine character study.

A farm implement advertiser had used character studies in farm paper campaigns for many years, but no member of the organization had ever been wholly satisfied with them. The sales manager, a farm-raised man voiced his complaint as follows:

"I don't know why it is, but we can't seem to get drawings of the people we ought to show in our advertising. Elusive job, perhaps. They are either dressed too well or not well enough. A successful farmer can buy a new

\$80 suit and he will look well in it, but there will be a certain hang, a certain something. It's in the way he puts his hat on and the way he holds his arms, and our illustrations will never be sure of a responsive hearing until we snare those same elusive qualities, because our prospects do

not see themselves in the pictures we They present. must, if we want adequate and sympathetic response."

A series of six illustrated pages were to centre around the demonstration of implements at county Farmers. fairs. dressed for the occasion, were to be shown examinexhibit. ing the made An artist some exceptionally commendable pictures, but the sales manager held up his hands in dismay. "Not anything like it!" he exclaimed. been to those fairs -visited them recently, too, and we haven't the correct atmosphere of the folks! Leave it to me. I'll see what I can do."

He packed his took his grip. camera, and went

to the nearest Ohio fair. For three days he quietly worked in the crowd, making snapshots, mostly of "folks." When he returned, silverprint enlargements were made from the originals. and an artist worked over them, in pen-and-ink. Once bleached, these prints displayed satisfactory illustrations. The elusive quali-ties of dress and features, pose and manner, had been retained. The camera did half of the art work in this case.

In a somewhat similar manner, we recall a successful series of illustrations featuring a popular automobile. The campaign was confined to farm journals also. The car was always pictured along a rural village street. To secure the correct atmosphere, the artist went sketching in several typical towns, He secured material which, despite his ability, he

could never have "imagined." There were shopkeepers and village ne'erdo-wells; an officious. self - contained constable and a stout, goodnatured housewife of the sort who always makes her own bread and pies. All were human, natural. unaffected types of the kind desired.

The more truthfully advertising characters represent "real life" the more powerful they are as advertising arguments.

A recent advertisement of the Provident Mutual Life Insurance Company featured a type familiar to every thinking man and woman. He is legion, but the advertiser referred to him as "Mr. Cole."

He swaved wearily from a car strap, a tired, little, white - haired man with shabby genteel clothes, a bundle under his arm, and the top pocket of his coat filled with memo books and pencils. The caption read: "Mr. Cole Still Hangs On," in a double play on his fate and on the strap. This is the story the advertiser would tell:

Mr. Cole can't let go. Down to work—home again—down again tomorrow. Pretty hard on a man of his age—sixty or there-abouts. Things look gloomy for Mr. Cole. In a year or so he'll have to stop. He and his wife will get along



Mr. Cole Still Hangs On

-Mr Cole can't let go. Down to work -home again -down again tomorrow Pretty hard on a man of he age - sixty or

Things look gloomy for Mr Cole. In year or so he'll have to stop. He and It write will get along somehow—but exact how, Mr Cole hamself couldn't tell you He could have saved himself all this. The means were sample—the alternative, ter-rible The future was easy to forget—until at became the present,

rovident Mutual

MR. COLE RINGS TRUE AS A CHAR-ACTER KNOWN TO MANY

MORNING PAPERS

GET ACTION
SAME DAY

Fertility and Barrenness

THERE are large areas in the country that offer a fertile market for your product—while others of equal dimensions are barren.

To strike an average for consumption per capita generally requires experience and some several years of intensive work.

THIS average can now be successfully computed in days instead of years—by coming to the Cincinnati market with your product, because Cincinnati is the typical American city, paralleling the country as a whole. In percentages it runs true to form and will provide you with authentic data.

Greater Cincinnati is 650,000 strong. The Cincinnati market represents a little over 2 million people and offers every condition imaginable for a try-out.

Investigations, field work and merchandising solicited—write Merchandising Dept.

L A. KLEIN Chicago New York The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI ENQUIRER One of the World's Greatest Newspapers

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to work comorrow. ge—sixty loomy for ll have to get along somehow-but exactly how, Mr. Cole himself couldn't tell you.

It is a plea, of course, for thrift and the laying of something aside for old age, but with what greater impact or sentiment and meaning is this conventional message delivered, because men have seen

Mr. Cole in the flesh!

Dodge Brothers did a brave thing when character studies took the place of mechanically perfect reproductions of their cars. Hidden away in the series, which has run for a year and is continuing, is a subtle hint of the pleasure which the right kind of an automobile brings into various lives.

When a special campaign was planned for Willard radio batteries, it was finally decided to make "character" put across the message, as expressed in large faces. Whether these heads were shown at the broadcasting end or the receiving end, the same continuity has persisted - namely, character portrayal, done with infinite and patient skill. In one instance three expressive faces were shown playing into a broadcasting instrument. They were true-to-life types with jazz written all over them. One may well imagine that the artist who drew them made his first sketches at a well-known station.

Motion pictures have made the public far more receptive to character studies. In that field "types" are emphasized, and the directing head selects his cast with an eye to the telling of his story to a large degree by this means.

The conscientious work of the photographic artist has spurred the maker of original drawings to greater effort in a search for true character. For the camera artist simply goes out and searches until he finds his types. He does not attempt to use professional models with changes of garb.

Business and industrial publications appear to appreciate the value of true "life studies" to an even greater extent than those which appeal to the public at large. Here the field is narrowed. Men are always conscious of the

actors flashing across their own stage and they know their kind. That is why factory doors are

opened to the artist.

One can't expect a professional model, however expert, to take on the characteristics of all the trades and peoples of the land. He may succeed as to costume, but seldom as to features.

Campaigns are often built upon characters, presenting them, one study to an advertisement, with accompanying text which treats of the peculiarities of each. It may be a series of factory types; a campaign of the professionals of well-known trades, or members of an average family. Whatever the continued story of character. there should be no superficial rubber-stamp faces but genuine, lifelike portrayal of the different types.

Sales Executives Hold Spring Conference

The spring conference of the American Society of Sales Executives was held at the Congress Lake Country Lake Country held at the Congress Lake Country Club, near Canton, Ohio, recently. W. R. Hill, Sargent & Greenleaf, Inc., Rochester, N. Y. presided as chairman. A definite program was discussed which considered the relations of the sales or considered the relations of the sales or-ganization to all other departments of a business and its executives; the divisions of sales organizations for the handling of sales organizations for the nandling of different lines; the placing of advertising accounts for locally marketed lines and nationally marketed lines with the same agency; interesting retail clerks in a product; co-operation in an industry to prevent destructive merchandising methods, and business conditions and the business. business outlook.

Buda Company Reports Cost of Sales

The Buda Company, Harvey, Ill., Buda engines, railroad equipment and electric trucks, for 1923, reports cost of sales as \$5,568,095, as compared with \$3,985,060, for 1922. Net shipments for 1923 are given as \$6,255,405, against \$4,178,402 for the previous year, Manufacturing profit for last year is shown as \$687,319, against \$193,342 in 1922.

Edward Kiesling with John F. Delaney, Inc.

Edward Kiesling, formerly with the Charles H. Fuller Company, Inc., Chicago advertising agency, has joined John F. Delaney, Inc., also of that city. He will be engaged in plan, copy and layout work.



Big Customers

Twenty-one Nation's Business subscribers tell us that they bought more than 2,000,000 worth of products from Nation's Business Advertises during the last year.

A chart has been prepared showing the amount of each purchase and from which advertiser it was made. We shall be glad to send this detailed chart on request.

> NATIONS BUSINESS

> > Washington

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THE ASSOCIATED BUSINESS PAPERS, INC.

Over 120 Papers Reaching 54

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Here which a mee There machin machin one A Total

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Batter-

RANDSTAND plays may win the plaudits of the multitude and feed the vanity of the player, but they don't win games.

Playing the game to win demands concentration on that single objective, backed by straight thinking, and co-ordination with the

other factors in the game.

Advertisers who are playing the game to win, are cutting out the frills, and concentrating on their markets, through the highly specialized business papers covering those markets.

Getting 10,000 Dealers

A manufacturer of a strongly competitive article of wearing apparel put 10,000 new dealer accounts on his books in a little over three years, chiefly through his business-paper advertising.

He "pitched to the batter" in his copy, his sales plan and his service. He talked the dealer's language in the dealer's own papers—papers that are read and heeded—papers with intense reader interest.

7000 Prospects-8000 Sales

Here's a concern selling to industrial plants which did not "play to the grandstand"; they make a mechanical appliance selling for about \$160. There are about 7,000 plants in which this machine can be used, but they have sold \$,000 machines in a few years through advertising in one A.B.P. paper at a cost of \$1,200 annually. Total sales over \$1,000,000.

Concentration beats diffusion every time, especially when you concentrate upon real buyers, through papers which are essential working tools of the buyers. It is not an accident that this is another big businesspaper year.

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A.B.P.

es Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.

Headquarters, 220 West 42d Street - New York Fields of Trade and Industry

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Household Journal Circulation By States

Alabama												6,500	Nebraska
Arizona												1.520	Novada)
A												11.220	New Mexico
California												20,390	New Hampshire 3,920
- distribution												7.870	New Jersey 19,740
Connectiout												7.090	New York 42,080
												3,490	North Carolina
F11-1-													
												4,550	
Georgia												7,480	
daho												2,400	
Illinois												72,360	Oregon 3,300
												35,310	Pennsylvania 64,020
owa												41,750	Rhode Island 2,640
Kansas							 					24,650	South Carolina 4,740
Kentucky		 										15,060	South Dakota 5,840
Louisiana												4.680	Tennessee 9,640
Maine				 			 					4.260	Texas 18,190
Maryland					0	Ĉ			-			7.710	Utah 2.250
Massachuse												22,040	MADMING /
												33,690	Virginia 1,150
												24,910	Vermont 2,980
Mississippi												5.090	Washington 8,350
												2,420	West Virginia 19,070
Missouri			*	 	*	*		*	*	٠	 •	26 760	Wisconsin 24.890

A TOTAL CIRCULATION OF-

The Household Journal is a thirty year old publication with nearly three-quarters of a million subscribers in the small towns and nural communities, and having the lowest advertising rate in proportion to circulation of any magazine in its of any magazine in its class.

\$2.60 an agate line \$1450.00 a page

(680 Lines)

Forms close promptly 5th of preceding month.

IRA E. SEYMOUR, Adv. Mgr. Batavia, Illinois

Chicago Office Rhodes & Leisenring, Managers A. H. Greener, Manager 2003 Harris Trust Bldg. Central 0937

New York Office 116 W. 39th St. Room 634

Held in Chicago

Members of the Western Council of the American Association of Advertising the American Association of Advertising Agencies devoted much of the time at their quarterly meeting at the Union League Club, Chicago, April 29, to a discussion of better relations among agencies, publishers and advertisers. John Benson, former president of the Association, summarized the opinions of many of the agency men present when he said that the time had come for a more vigorous effort to sell the Assoa more vigorous effort to sen the Asso-ciation to the other branches of the ad-vertising profession. This would help all advertising, he said, and would also bring about a better understanding of

bring about a better understanding of the agency on the part of publishers. One step in this direction was taken by the Western Council in deciding to hold a luncheon on October 16 for pub-lishers who are attending the annual Audit Burcau of Circulations convention at Chicago.

The annual meeting of the American Association of Advertising Agencies will be held at Chicago this year for the first time in several years. The dates are October 15 and 16, the meetings of the Audit Bureau of Circula-

tions falling on October 16 and 17. The Executive Board of the American Association of Advertising Agencies will meet on October 14. On June 18 the Western Council will

hold its annual golf tournament at the Midlothian Country Club, Chicago. Sixty-three agency executives attended the quarterly meeting.

Form Association to Promote German and American Trade

For the purpose of re-establishing and For the purpose of re-establishing and furthering commercial relations between the United States and Germany there has been formed at New York an association under the name of the Board of Trade for German-American Commerce, Inc. This association plans to work in close co-operation with chambers of commerce and similar organizations in both countries.

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tions in both countries.

The officers are: Jarvis W. Mason, vice-president, American Surety Company of New York, president; Eugene Hennigson, E. Hennigson, Inc., vice-president; C. F. Koth, vice-president and manager of the foreign department, Harriman National Bank, treasurer; Henry C. Steneck, vice-president, Steneck Trust Company assistant treasurer; Henry C. Steneck, vice-president, Steneck Trust Company, assistant trea-surer, and Robert C. Mayer, Robert C. Mayer Company, secretary.

Has Standard Gauge Steel Account

The Standard Gauge Steel Company, Beaver Falls, Pa., has placed its adver-tising account with Bolton, Meek & Wearstler, Youngstown. Ohio, advertis-ing agency. Trade publications will be used to feature cold finished steel prod-ucts, and automotive publications will carry advertising featuring crankshafts manufactured by this concern.

Agency Convention Will Be Parcel Post Handling Same As Eleven Years Ago

The extraordinary development of the parcel post service has taxed to the utmost the existing postal facilities, Colonel Paul Henderson, Second Assistant Postmaster General, pointed out in an address given before the transportation and communication group at the twelfth annual meeting of the Chamber of Commerce of the United States at Cleveland, this week.

"By the very nature of its bulk," declared Colonel Henderson, "parcels declared Colones rienderson, parceis post growth brings with it a very rapid absorption of facilities both on the trains and in the post offices, whereas increased business being done in firstclass mail, due to the relative size of the letter and the package, does not re-flect itself in the matter of train and

flect itself in the matter of train and post office space as does similar expansion in the parcels end of the business. "When the law was passed some eleven years ago creating parcels post," continued Colonel Henderson, "there was, I am sure, in the minds of even the most far-seeing of its authors, no thought that this service would grow to a point even approaching its present size. Those who were at that time re-sponsible for post office management were in an embarrassing position. They had thrust upon them a new and entirely different business, and yet there were provided no funds with which they might procure additional facilities, so that they fell into the habit of handling parcels post much as other mail had been handled in the past.

That habit was followed through and,

except for the establishing of some sixty railway mail service terminals the country over, parcels post is still handled much as other mails are handled, both on the trains and in the post offices, so that today, with parcels post over eleven years old, and with it having grown from nothing to a business with revenues approaching \$150,000,000 and with a volume of approximately 1,300,-000,000 packages a year, we find our-selves still handling parcels post in much the same way that the first package was handled eleven years ago."

Allis-Chalmers Reports Selling Expense

The selling, publicity and administra-tive expenses of the Allis-Chalmers Manufacturing Company, Milwaukee, is reported as \$2,969,176, for 1923. Sales billed totaled \$25,612,708, and cost in-cluding depreciation and development expenditures, amounted to \$20,063,819.

Behel & Harvey Have Kidd & Co. Account

Kidd & Company, Chicago manufac-turers of bar candy, peanut butter and mustard, have appointed Behel & Harvey, Chicago agency, to handle their adver-tising account. Business papers, news-papers and a direct-by-mail campaign will be used.

Showing the Dealer Where the Profit Is

Some Revelations on the Relation of Stock Turn to the Cost of Doing Business, as Told before a Meeting of the New York Council of the American Association of Advertising Agencies

By Melvin T. Copeland

Director, Bureau of Business Research, Harvard University

ONE of the most significant analyses that has been made of the figures gathered by the Bureau of Business Research of Harvard University has been the relation of the rate of stock-turn to the cost of doing business.

This analysis has proved beyond question the importance of a rapid rate of stock-turn, not only in reducing expenses but also in making it possible to operate on a lower gross margin and at the same time to secure a higher net profit. A rapid rate of stock-turn, therefore, is advantageous not only to the merchant but also to his customers. The figures, given below, illustrate the results shown in two trades.

The importance of even a relatively small increase in the rate of stock-turn is apparent. The results shown in these two trades, furthermore, are typical of the showing in all the other trades to which similar tests have been applied.

It remains, of course, for the individual merchant to learn how to apply these results to his own business. Examples, given in next column, show how this can be done.

In a shoe store an analysis was made of the movement of the stock, in order to ascertain, if possible, a means of increasing the rate of stock-turn and consequently the profits. The stock on hand was classified as follows:

No. of Styles Group	No. of Pairs	No. of Stock- Turns
(1) Rapid moving styles 5	345	16
(2) Average moving styles 40 (3) Slow moving 105	2,290 7,050	6.3
(4) Styles not moving 32	950	_
182	10,635	Average 2.8

After this information had been compiled, the store decided to reduce the number of styles of shoes that it carried.

At the present time, instead of carrying a stock of 10,635 pairs of shoes, the store has a stock of 5,640 pairs. Instead of 182 styles, it has eighty-four styles. Whereas previously there were thirty-two styles in the group that were not moving it now has eight styles in that group, which comprises only 351 pairs of shoes. In the third group, the slow-selling styles, the number of styles has been reduced

	RETAIL GRO	CERY		
Rate of Stock-Turn Less than 8 times 8-11.9 times	168	Total Expense 19.1% 18.0 17.1	Gross Margin 19.7% 18.9 19.4	Net Profit 0.6% 0.9 2.3
DE	PARTMENT :	STORES*		
Rate of Stock-Turn Less than 3 times 3-3.9 times 4 times and over	43	Total Expense 30.7% 28.1 27.3	Gross Margin 32.7% 31.5 31.8	Net Profit 2.0% 3.4 4.5

^{*}With sales of \$1,000,000 and over.

Making Boosters of Stockholders

JOHN DOE is a stockholder in five different corporations. He owns but a few shares in each, and only the dividend clerk ever sees his name. But he is an important figure in Doe's Corners, where he lives. His say-so goes for a lot with his friends and neighbors.

In other words, our friend Doe has undeveloped possibilities as a builder of business and good-will for each corporation in which he holds an interest.

There is only one way to cash in on the hitherto neglected stockholder. That is to familiarize him—preferably through the medium of a well-prepared booklet, with the larger details of the company's affairs and the chief facts about its products.

We will be glad to assist in the preparation of such a booklet.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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Net Profit 0.6% 0.9 2.3

> Net Profit 2.0% 3.4 4.5

from 105 to forty, and the number of pairs of shoes carried from 7,050 to 2,551. The average rate of stock-turn in this store has been increased from 2.8 times to 4.3 times a year, with a large increase in net profits.

I leave with advertising agents the suggestion that one of the most profitable forms of dealer help that some of their clients could use would be to assist their

customers in making such analyses as this, without reference necessarily to the particular brand of merchandise that the client was selling.

How the Eisendrath Company Helps Retailers

EISENDRATH GLOVE CO. CHICAGO, April 24, 1924. Editor of PRINTERS' INK:

Editor of PRINTERS INK:

I was very much interested in "Is
the Traveling Salesman Slipping?" in
PRINTERS' INK of April 17. The article
was particularly interesting because of
the very obvious change of the retailer

toward the average salesman.

The Eisendrath Glove Company distributes "Asbestol" and "Standwett" Heavy Duty Gloves to the wholesale trade only. We do try to maintain close contact with every retailer whom we know handles "Asbestol" Gloves and Mittens. We are a long way off, in our method of distribution, from the fellow

who actually sells our product. We honestly feel that our biggest job is not so much to sell a certain amount of our capacity to the jobbing trade, but the measure of our success lies in our ability to help retailers sell our product. It is up to us to devise ways and means to keep a lowly product such as a leather work glove stimulated and to raise it from a passive article to an active one.

Our experience, therefore, lies not so much in the attitude of the retailer toward our salesmen because they do not come in contact with them, but we travel missionary men who are welcomed in so far as they can assist the dealer to inrease his turnovers on our product. If go myself to retailers from time to time —get behind their counters and spend a week there finding out just what can be done to help that store develop a Heavy Duty Glove Department. This is the thing we are going to enlarge upon be-cause we find that the average merchants are hungry for information about the products they sell. If they can be given an intimate knowledge of the whys of a product, what makes one article carry a larger price than another and why one is superior to one that looks almost equal to it, they can do some actual selling, instead of having their customer take it off their counter through price attraction.

Without any question the manufac-turer and the jobber, themselves are to blame for the retailer's attitude toward

traveling salesmen,

If the manufacturer thinks he is going to effect any benefit for himself by overstocking a retailer, he is horribly mistaken. If his men are not educated to sell in quantities to the retailer's advantage, he is riding toward a failure.

Our aim as manufacturers is to see Our aim as manufacturers is to see that the retailer buys in quantities that will keep his capital liquid and his credits in good shape. Your article hit the nail on the head, and it is certainly food for thought for every manufacturer and every wholesaler whose products must filter through the retail DEOCESS.

EISENDRATH GLOVE Co.,
J. M. EASTON, JR.,
Advertising Manager.

Miners Advertise to Save Jobs

The competition of natural gas with coal at Edmonton, Alberta, has led the Edmonton and District Miners Federation to aid the latter with large space tion to aid the latter with large space advertising. This advertising aims to enlist the sympathy of Edmonton citizens by such captions as: "Daddy's Lost His Job." This particular piece of copy asks if one ever thinks that by using gas one is inviting this remark from some miner's kiddie. It concludes: "Coal Money—Stays at House Gas Money—Geer Where You es: "Coal Money—Stays Gas Money—Goes Where?" Home.

Lee Company Advertises Doll Wearing Union-Alls

The Spring advertising of The H. D. Lee Mercantile Company, Kansas City, Mo., in women's publications, carries a coupon for ordering a Buddy Lee doll which wears Lee Union-Alls. The company is using six farm

about the company is using six farm papers, eight business papers, and five railway magazines, in its campaign on Lee Union-Alls, for men, women and boys, overalls, work shirts, and pants.

Heads Oklahoma City Advertising Club

A. O. Fuller, business manager of the Warden Printing Company, Oklahoma City, Okla., has been made president of the Oklahoma City Advertising Club. He succeeds Stanley Heyman, who has joined Himelhoch Bros. & Company, Detroit, as advertising manager.

Has Easy Washing Machine Account

The Easy Washing Machine Company, Ltd., Toronto, has placed its advertising account with the F. W. Hunt Advertising Service of that city. A campaign in Eastern Canadian publications is now starting.

Wills Sainte Clair Appoints Homer McKee

Wills Sainte Clair, Inc., Maryville, Mich., automobiles, has appointed The Homer McKee Company, Inc., Indianapolis advertising agency, to direct its advertising account.

Press-Tested Electrotypes

The Test Proof Tells

Does your electrotyper pull Test Proofs on Special Test Presses of every plate he makes?

We do.

The Test Proof Tells

REILLY

Electrotype Co.

209 West 38th Street, New York TELEPHONE FITZROY 0840

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advertising account.

PRINTERS' INK

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May 8, 1924

Covering the Motor

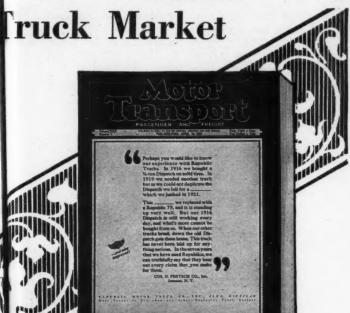
This great and growing market adequately is covered by these two Chilton publications.

Dealers, wholesale and retail, jobbers and manufacturers of motor trucks and busses, parts, accessories and supplies needed for their operation and maintenance, representing a volume of business of one and one-half billion dollars annually—and constantly growing with the universal need for transportation—both passenger and freight—this is the part you can reach through Commercial Car Journal with its 8,731 paid-in-advance subscribers.



CHILTON COMPANestra

A part of the Automo sion,



Through Motor Transport you reach operators of fleets of motor trucks and busses—5,000 of them—who receive this publication monthly. Eighteen trucks is the average number operated by each subscriber to this publication—a yearly turnover of more than a hundred million dollars for supplies, maintenance, etc. They read Motor Transport because it helps them with their problems and consult its advertisements when they wish to buy.

A campaign in these two publications will cover most of the buying power in this vast market in a quick, effective and economical manner. Details on request.

A N estnut and 56th Streets, Philadelphia utomo sion, United Publishers' Corporation

Forms Hearst Publications, Inc.

Hearst Publications, Inc., has been formed under the laws of California. The organization is capitalized at \$15,-000,000, and owns all the outstanding capital stock, except directors' qualifying shares of subsidiary companies publishshares of subsidiary companies publishing the following newspapers and magazines: San Francisco Examiner, San Francisco Call & Post, Los Angeles Examiner, Los Angeles Herald, Oakland Post-Enquiver, and Good House-keeping, Cosmopolitan, Harper's Bazar, Motor, and Motor Boating, all at New York.

In connection with an issue of bonds in this corporation, gross earnings for these properties are reported as \$35,851, these properties are reported as \$35,851,-495 for 1923, as compared with \$29, 370,304, for 1922, and \$25,842,066 for 1921. Net earnings for 1923, after depreciation, interest, and taxes, is shown as \$6,474,133 for 1923; \$5,805,687 for 1922, and \$4,045,792 for 1921.

The articles of incorporation cover

The articles of incorporation cover practically every kind of business besides publishing. For the ensuing year, nine directors who were also the incorporators, will serve. They are: Richard A. Clark and William W. Murray, both of Berkeley, Calif. and associated with the Hearst estate; James A. Callahan, James E. Bourke, Clifford H. House, and Albert E. Crawford, all of San Francisco, and respectively, financial manager, cashier, advertising manager, and circulation manager of the San Francisco Examiner; Charles hnancial manager, and circulation manager of the San Francisco Examiner; Charles S. Young, president and publisher of the Oakland Post-Enquirer, and Thomas D. Davidson and L. F. Young, San Francisco, attorneys with Garret W.

Simmons-Boardman Has San Francisco Office

The Simmons-Boardman Publishing Company, New York, has opened an office at San Francisco. This office will be in charge of Homer Beach.

This office will represent the follow-

This other will represent the following Simmons-Boardman publications: Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Marine Engineer, Marine Engineering and Shipping Age and The Boiler Maker.

A. J. Wells, President, Gardiner-Wells Agency

A. J. Wells, who has been vice-president of the Gardiner & Wells Company, Inc., New York advertising agency, has become president. J. H. Weinberg continues as secretary-treasurer.

Postum Advances C. A. Wiggins

C. A. Wiggins, who has been a member of the advertising staff of the Postum Cereal Company, Inc., New York, has been advanced to the position of assistant advertising manager.

Producers' Research Council to Meet

The annual meeting of the Producers' Research Council which is affiliated with the American Institute of Architects, New York, will be held at the Washington Hotel, Washington, D. C., on May 29.

The organization provides machinery

for the discussion and solution of sales problems of mutual interest.

problems of mutual interest.

Among the producers identified with this movement are the following: Monarch Metals Products Co.; National Lead Company; Jenkins Bross.; Johns-Manville, Inc.; General Electric Co.; Associated Tile Manufacturers; Otis Elevator Co.; The Peelle Co.; Long-Bell Lumber Co.; International Casement Co.; The Truscon Laboratories; Copper and Brass Research Association; National Terra Cotta Society; Stanley Works; Frank Adam Electric Co.; Celotex Co.; E. I. duPont de Nemours, Inc.; Knapp Bros.; Eagle Picher Co.; W. S. Tyler Co.; Anaconda Copper Mining Co.; Murphy Varnish Co.; Atlas Portland Cement Co.; Spencer Turbine Co.; American Face Brick Association, and the C. G. Hussey Co. Hussey Co.

Death of John P. Hallman

John P. Hallman, treasurer of The H. K. McCann Company, New York advertising agency, died on May 2 at White Plains, N. Y. Mr. Hallman had been treasurer and a member of the board of directors of the American Association of Advertising Agencies for the last six years. He also was treasurer of the Advertising Agencies Corporation, and a director of the National Outdoor Advertising Bureau, both of New York. He was regarded as an authority on the subject of taxation in its relation to advertising. He was fifty-six years old.

Changes at Allyne-Zerk Company

J. Lane has been elected vicepresident of the Allyne-Zerk Company, Cleveland, and will have charge of sales.

E. V. Harkins has been elected treasurer to succeed F. W. Ford, who recently became general manager. The company manufacturers the Zerk lubrication system.

G. P. Haynes Joins Rusling Wood

G. P. Haynes has joined the staff of Rusling Wood, New York, mural ad-vertising. He had been with Calkins & Holden, Inc., advertising agency, for the last five years.

Standard Corporation Opens Paris Office

The Standard Corporation, New York, publisher of *Modes & Manners*, has opened an office at Paris, France.

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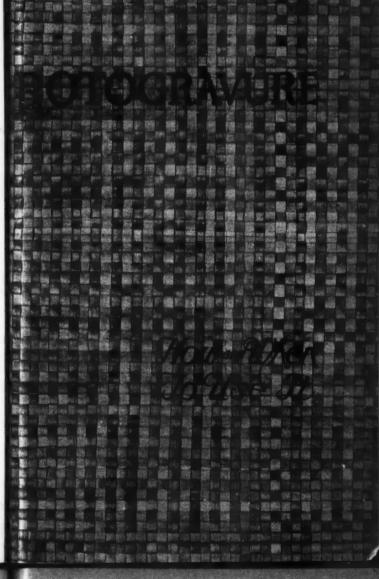
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The Mechanics of Rotogravure Simply Explained

A 68-page book has been prepared to provide authentic information on rotogravure. Briefly outlined, the book covers the following subjects.

Origin of rotogravure
How rotogravure is printed
How to select subjects for rotogravure
printing
The value of human interest

The use of photos

The kind of prints
Tone gradations
Backgrounds
The use of oil and wash
drawings
Dictionary of terms

It explains the beautiful effects by which rotogravure builds reader interest, to gain which, many of the leading American newspapers have added this feature of modern journalism.

The points covered are luxuriously illustrated with reproduction of 63 photographs, 16 wash drawings, 5 oil paintings, 5 line drawings, and a wide variety of background and border effects. The mechanics of building every part of the book are explained in non-technical language that makes this publication of value to schools, business men, students of advertising, photographers, and anyone interested in printing processes. Because this is an expensively produced book, and not an individual advertising message, a nominal charge of 25c per copy is made except where the request is made on business stationery. Stamps accepted.

Kimberly-Clark Company

ROTOGRAVURI Prints Perfect Pictures - the Universal Langua

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AS YOU WOULD SEE IT IF YOU WERE THERE

This advertisement and the one on the preceding pages are published to promote public interest in Rotogravure and the paper which carry Rotogravure sections. Kimberly-Clark Company Neenah, Wisconsin, manufacture Rotoplate, a perfect paper to Rotogravure printing, which is used by the following paper

City	Paper	City	Paper			
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal			
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune			
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner			
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune			
Baltimore, Md.	Sun	Newark, N. J.	Call			
Birmingham, Ala.	News	New York, N. Y.	Corriere D'America			
Boston, Mass.	Herald	New York, N. Y.	Evening Post			
Boston, Mass.	Traveler	New York, N. Y.	Forward			
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald			
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso			
Buffalo, N. Y.	Express	New York, N. Y.	Times -			
Buffalo, N. Y.	Times	New York, N. Y.	Tribune			
Chicago, Ill.	Daily News	New York, N. Y.	World			
Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Bee			
Cincinnati, Ohio	Enquirer	Omaha, Neb.	News			
Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript			
Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger			
Denver, Colo.	Rocky Mountain News	Providence, R. I.	Journal			
Des Moines, Iowa	Register	Rochester, N. Y.	Democrat-Chronick			
Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat			
Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch			
Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press			
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News			
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle			
Havana, Cuba	Diario de la Marina	Seattle, Wash.	Times			
Houston, Texas	Chronicle	South Bend, Ind.	News-Times			
Indianapolis, Ind.	Indianapolis Star	Springfield, Mass.	Republican			
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Herald			
Los Angeles, Calif.	Times	Syracuse, N. Y.	Post-Standard			
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post			
Louisville, Ky.	Herald	Washington, D. C.	Star			
Memphis, Tenn.	Commercial Appeal El Universal	Waterbury, Conn.	Republican			
Mexico City, Mex. Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle			

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ROTOGRAVURE Prints Perfect Pictures - the Universal Language

You Too Can Write a Novel

The Younger Writers Continue to Use Advertising as the Story's Background

By Ralph Crothers

NCE again the business of advertising has broken into the pages of a novel. Perhaps it is a sign that advertising has really arrived as one of the great businesses. Time was when the soaring dreams of the young hero, who wanted to create a great novel or statue or painting, were crushed to earth by the machines of a watch factory or the heat of the giant steel mill. Now it is the advertising agency which, in the novel, takes a young idealist and makes him-well, perhaps the Babbitt of advertising would be a fair estimate.

This latest novel in which advertising figures prominently is called "You Too." It concerns itself with the adventures in those two important activities, advertis-ing and matrimony, of one Gail Winbourne, who is dragged back from the freedom of trying to write a novel in a deserted house to the daily grind of a most unusual advertising agency because of his love for Muriel Gay, beautiful but boyish daughter of a very practical mother. It all happened because in the publisher's office before he went away to be alone with his creative work, Gail had written as a joke a piece of copy which the chief liked. This is a sample of the fateful piece of copy:

SUCH MEN AS YOU

forward-thinking, red-blooded, 100 per cent American he-dreamers; these were the men who have made possible the beautiful world of business, commerce, industry, and home-life in which we

YOU TOO CAN DREAM

Yet not make dreams your master. You, going about your business and your household tasks, can see the visions that these dreamers saw, can make your dreams creative, constructive, real, fundamental, dividend producing dreams, and put yourself and your children, and your children's children on the map of to-morrow.

Then, after the interesting com-

bination of love making and novel writing, mostly the former, which takes place at Glenvil, "a town of white houses, elm shaded," he is forced to take a job because the girl's mother keeps saying to him, "But you must get an income." He starts his work as an advertising man in the office B. Minturn Outwater, adviser in advertising, publicity engineer, at page 138 of the novel and at \$3,500 per annum. We learn from Mr. Outwater the qualifications necessary for a real he-advertising

"'But-' he bit out the word. 'But, more than all, men of personality are what we need in this profession! The clinched fist came down violently on the hard 'Men of strong, vigorous personality; compelling personality; real, intense, vivid personality; men who can go out into the world and thrill and grip and compel by their personality. Men whose eyes, whose voice, whose manner, attitude, poise their personality; men whose words echo their personality; men whose personality is felt the instant they enter a room, so that other men turn and look at them. and are thrilled and compelled and gripped at the sight of them. Look at me!"

The author then shows what happens to a man when the advertising viewpoint grips him. His criticisms of present advertising methods seem to fall into two parts, that all advertising men take themselves too seriously and that present-day copy is running too much in the direction of making people self-conscious. The first charge has been made many times about many businesses. Another novelist, Charles Dickens, pointed out the same tendency about a different sort of business many years ago. "The

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earth was made for Dombey & Son to trade in, and the sun and moon made to give them light. Rivers and seas were formed to float their ships; rainbows gave them promise of fair weather: winds blew for or against their enterprises; stars and planets circled in their orbits to preserve inviolate a system of which they were the centre."

So the curious Mr. Outwater of "You Too" is not so new in his attitude. But unlike most authors who simply pick on all advertising, Mr. Burlingame makes specific charges against certain copy of the present. It makes the reader too self-con-

scious, he thinks,

"And so throughout the world are people discovering other ills; that the pores of their skin have stopped breathing; that the joints of their nerves are breaking; that their noses are not straight, or at all events not beautiful; that their livers are not performing; that they are failing to absorb the vitamines they consume; that they are losing their freshness, or their charm, or their hair, or their teeth, or their vigor; that they are suffering from fatigue, overwork, overstrain; that they are walking on their heels or their toes, exercises which, if continued, will plunge them into a decline; for thus does our pleasing civilization interrupt the contemplation of what is left to us of God's perfect things.'

Mr. Outwater's agency contained departments which There fearful and wonderful. was the experimental laboratory, for example, "full of test-tubes and retorts; a person having his skin observed through a microscope; on the walls pictures of magnified skins, the bones of the feet, the roots of the hair, the teeth, and views of the nervous and vascular systems." The bulletins, too, sent by the chief to his men where he thinks of them as one Big Happy Family, working together for the Truth and Right and for each other and the Cause, are carefully designed to take some of the bunk out of

sales bulletins and are, for this reason if for no other, worth reading.

The agency conference again comes in for attention at this

author's hands:

"Behind a closed mahogany door six men sat at a long mahogany table. They immaculately dressed in tweeds, their faces shaved to a clean blue, their collars flashing spotless white. As Gail looked down the line of faces and easily lounging bodies, the whole scene became suddenly reminiscent to him. Somewhere in the panorama that had unrolled before his mind these last few days the picture of this room, with grave faces like these about the table. had flashed repeatedly by. The young man standing by the door had stood and gesticulated with his arms, and delivered himself somewhat thus: 'You men have let this business run to seed. You men, old and experienced enough to know better, have fumbled, foozled, slam-banged your way along because you lacked the key to system-efficiency! I can see it! See it in your faces. See it in your product. See it in your See it in your books. statistics!'

"And beneath the picture he remembered the thrilling words: 'You, too, at twenty-eight, can reorganize, rebuild old-established businesses."

And so, in this atmosphere the hero changed from a man with a great ideal, a member of the Anarchs, to a different sort of

individual.

"He was becoming possessed of vast stores of information. He was understanding physiology. He knew why people perspired. He knew what happened to beards when shaving-soap was applied. He knew about the microbes that attacked one's throat. He knew what happened to one's nervous system when one walked; what happened to certain glands when one chewed; how to obtain health without habit-forming or debilitating drugs."

The struggle between vocation



HE MODERN cross country courier of commerce, The Country Weekly Newspaper, gets your message through the straggling magazine outposts of competition on the dense waves of hometown home circu-The Country Weekly Newspaper, the only surefire advertising influence upon 60,000,000 rural minds. The American Press Association is in continuous contact with market conditions throughout the country field. It's the field with the least intensive competition. It's the field for inexpensive exploitation, Visualize the tremendous purchasing power of the 60,000,000 potential consumers who read the 8,000 Country Weekly Newspapers we represent—then call for our representative.

American Press Association

GENERAL OFFICES

225 West 39th Street, New York

John H. Perry, President Emmett Finley, Sec'y and Gen. Mgr. William Griffin, Vice-Pres. George A. Riley, Treas.

BRANCH OFFICES

122 South Michigan Avenue, Chicago g, Detroit 1015 Chestnut Street, Philadelphia t, San Francisco Central Building, Seattle Kresge Building, Detroit 1015 Chestnut Sures 58 Sutter Street, San Francisco Central Bu 365 Candler Annex Building, Atlanta

COUNTRY NEWSPAPER HEADQUARTERS

and wife is of interest to many men in many businesses whose wives feel they have at least a minor claim upon their husbands' Then when he finally gets time to write he discovers that the "iell" any poems won't like "cleansing" Words presumably "freshening," words, keep obtruding themselves on his consciousness and "Sweat came on his body and he drew his hand across his cold, wet forehead."

But Mr. Burlingame disproves his own case. Obviously he has worked both for a publisher and an advertising agent. And he nevertheless managed write a novel-his first. It is

3011/2 pages long.

Summer Tournament of Advertising Golfers at Greenbrier

The Greenbrier golf links at White Sulphur Springs, W. Va., during the week starting June 7, will be the gathering place of a number of golfers prominent in advertising work. The occasion will be the twentieth annual summer tournament of the American Golf Association of Advertising Interests. Association of Advertising Interests.

It is expected that there will be 125 players entered for the tournament. There are two 18-hole courses and one 9-hole course at Greenbrier, and while the tournament is being played on one course the others will be available for playing. In addition to the annual tournament there will be a mixed foursome, handicap events, a putting con-test and a tournament for women.

Arrangements are being completed by the trophy committee for the award of sixty-five trophies to the winners in the various events. These will be distributed at the annual dinner on

The program for the week will not be limited to golfing. There will be bridge tournaments, mountain excursions and other entertainment. The annual dinner of the association will be pre-ceded by a regular business meeting at which officers for the ensuing year will

which officers for the composition, is president of the association; R. L. Whitton, Thos. Cusack Company, first vice-president; H. B. Green, The H. B. Green Company, Inc., Baltimore, second vice-president, and F. E. Nixon, of the Federal Advertising Agency, Inc., secretary-treasurer. These officers, to-secretary-treasurer. secretary-treasurer. These officers, to-gether with the following, constitute the board of directors: Dr. A. R. Gardiner, Duncan Stewart, E. T. Meredith and G. Wright.
The membership of the various com-

mittees is as follows.

Membership: Charles Presbrey, chair-man; Clarence D. Newell, George Leigh,

Guy Bolte, C. W. Hoyt, H. Bradford Lewis, Moseley Taylor, R. L. Whitton, F. A. Sperry, George Schofield, W. M. Armistead, H. B. Green, H. C. Milhol-land, Nelson J. Peabody and William Campbell.

Tournament: Don M. Parker, chair-man; E. W. Conklin, W. Roy Barnhill, Roy S. Durstine, E. M. Alexander, and Clair Maxwell.

Clair Maxwell.

Estertaisment: W. R. Hotchkin, chairman; Rodney Boone. John Livingston, Elmer Rich, W. B. Simmons, John C. Martin, J. R. O'Connell, Howard Ruggles and Frank W. Harwood.

Publicity: Gilbert T. Hodges, chairman; C. G. Wright and L. A. Weaver. Trophy: Arthur J. Hull, Chairman; John F. Woods and Duncan Stewart.

Transportation: W. E. Conklyn, chairman; S. Keith Evans, Frank Finney, Walter R. Jenkins, Jr., Rajh Trier, and Guy S. Osborn, who is Western chairman.

Lantern Club to Hold Four Golf Tournaments

Four monthly golf tournaments have been arranged by the Lantern Club, Boston, an organization of publishers ton, an organization of publishers' representatives, during the season of 1924. The first tournament will be held this month at the Homestead Country Club, Danvers, Mass. The rest of the series will be held at the Woodland Golf Club, the Concord Country Club, and the Framingham Country Club.

R. M. Purves and D. V. O'Connell have been appointed to direct the tournaments.

naments.

Herbert Proudfit with Sterling-McMillan-Nash

Herbert Proudfit, recently advertising manager of The Aeolian Company, New York, has joined the staff of Sterling-McMillan-Nash, Inc., advertis-

Stering-McMillan-Nash, Inc., advertising agency of that city.

At the annual election of officers, Edward M. Sterling was elected president; C. L. Landon, vice-president; Henry C. Schwable, treasurer, and John O. Little, secretary.

Coal Men to Hear J. L. Mahin and M. E. Stone

John Lee Mahin, of the Federal Ad-Joint Lee Manin. of the Federal Advertising Agency, Inc., New York, will address the annual meeting of the National Coal Association at Cincinnation May 15. He is expected to discuss various aspects of advertising and merchandising. Melville E. Stone, of The Associated Press, will also speak at the gathering of the coal men.

Howell Foreman Starts Own Business

Howell Foreman has formed an advertising service business under his own name at Atlanta. Ga. He previously was with the Massengale Advertising Agency, of that city.

Subject-Every Magazine is a Market

Gentlemen:

How do you make up your magazine list? Do you try to see how many magazines you can use? Do you talk in terms of "reaching" the largest number? Do you like to quote "millions" of circulation to your trade to show what a big advertiser you are? When you do that are you not thinking more of the "effect on the dealer" than you are of selling to the consumer?

Every magazine is in itself a market. Take for example, a magazine with 2,000,000 copies every month. That means at least 2,000,000 homes, and probably more than 8,000,000 individuals—members of those homes. You ought to consider the amount and kind of advertising and the time to sell your products in that one magazine to those 2,000,000 homes. Forget all about other magazines. Forget all about duplication. Forget, for the time being, all about "dealer effect."

If you have intelligently studied the magazine and made every advertisement conspicuous in size, practical in appeal and shrewd in its offer, then at the end of a year—perhaps before—you will be ready for another market in the shape of another magazine. It's good business to think of a magazine as a definite market, for then your advertising will be definite instead of general. You will demand advertisements that will bring orders to your dealers.

There never was a worse name than "General Publicity." Why not call it "Wild Oats" or "Young Man's Fancy" or "Keeping the Name Before the Public" or something else that sounds big to the uninitiated?

If you will study the big advertising successes, which means the big sales successes, of the last five years, you will discover that they have been built up, practically without exception, upon the above principle. They have looked upon every medium—every newspaper, every farm journal, every mail-order journal and every outdoor sign, as well as every magazine, as a definite market. Every piece of copy has been designed and written and illustrated to develop the market which was back of each copy of any publication, or each billboard of any outdoor advertising campaign. By eliminating generalities and vague conceptions of marketing, and getting right down to specific cases, and focusing the whole power of the campaign on each individual, the great successes have been achieved.

We will be very glad to discuss this problem with any interested advertiser who is desirous of getting more light on his advertising problems.

Yours very truly,

M. Gould Company

Advertising Agency

Member of American Association of Advertising Agencies

454 Fourth Ave., New York.

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ness has Inc.

"The most scientific, flexible and efficient advertising machine I've ever heard of"—



The "dry goods" merchants of the land predetermine the purchases of a hundred million consumers. In any city or town, and in all—"they can do more for you than you can do for them."

The Economist Group is part of the business lives of 45,000 buyers and executives of 35,000 stores, located in 10,000 cities and towns and doing over 75% of the total business done in dry goods and allied lines!

Their interest in their business papers is linked with their success—their interest in your product is vital to yours. So said a prominent advertising man after carefully going through a clear-cut analysis of the complete, controlled coverage of the business papers of the dry-goods field.

He found that the DRY GOODS ECONOMIST digs down into the business planning of those 10,000 department and dry goods stores that lead the buying and selling activity of the land—

He found that the MERCHANT-ECONOMIST, also national in scope but zoned to get closer to its clients in each of the four merchandise sections, gives its dry goods and general store readers the stuff of which their successes are made.

This machine operates at low cost, with high efficiency. Have you had a recent demonstration?

The ECONOMIST GROUP

New York

Chicago

St. Louis

San Francisco

Average Advertising Figures in Six Lines of Business

Melvin T. Copeland, director of the Bureau of Business Research, Harvard University, gave figures on advertising expenditures in six lines of business in

expenditures in six lines of business in an address before the New York Council of the American Association of Advertising Agencies on April 30. A part of Mr. Copeland's address is given elsewhere in this issue of Printers Ink. For retail grocers, the average advertising expense in 1922 was 0.3 per cent of net sales, Mr. Copeland stated, and for shoe retailers it was 2.3 per cent, varying from 1.6 per cent for firms with sales less than \$30,000, to 3.8 per cent for firms whose sales were over \$250,000. In the retail jewelry trade the average expense for advertising was 3.1 per cent. per cent.

In department stores with sales less than \$1,000,000, the advertising expense for space only was 2.1 per cent; for stores with sales from \$1,000,000 to \$10,000,000, 2.9 per cent, and for stores with sales in excess of \$10,000,000, it

was 3.2 per cent.

In the wholesale grocery trade, he said, advertising expense was 0.05 per cent, and in the wholesale drug trade, 0.1 per cent.

New Coffee Campaign in Oklahoma

Newspapers and farm papers of Oklahoma, and outdoor advertising, will be used in the 1924-5 campaign of the Ridenour-Baker Mercantile Company, Oklahoma City, Okla, wholesale grocer, on its Quail and "R, B. M." brands of coffee.

coffee.
"Our trede territory is practically limited to the State of Oklahoma,"
C. E. Van Cleef, vice-president, informs Printers' Ink, "hence our principal appeal to consumer demand is freshness of roast. Our campaign is being confined almost wholly to our line of coffee." The account is handled by the Keeshen Advertising Company also of Oklahoma City. pany, also of Oklahoma City.

Registers "Buck Skein" Trade-Mark for Shirts

Lustberg, Nast & Company, Lustberg, Nast & Company, New York shirt manufacturers, have made application for registration of their trade-mark, which is the words "Buck Skein" together with a buck's head on a red disc. The name is used on a shirt a red disc. The name is used on a shirt made of leather-like material and is being advertised in connection with the showing of a motion picture star in Western films.

National Advertising for New York Hotel

The Majestic Hotel & Restaurants, New York, are to be advertised in metropolitan newspapers throughout country, general magazines, and business-papers. The advertising account has been placed with Wm. T. Mullally, Inc., New York advertising agency.

How the Radio Corporation Will Meet the Summer Slump

There will be little danger of serious slowing up in the sale of radio equipment during the summer if manufacturers follow the lead of the Radio Corporation of America. At a meeting of Western New York electrical dealers, E. J. Hendrickson, of the Radio Corporation of America, said that his corp. poration of America, said that his com-pany would start an extensive campaign in the summer for the purpose of tak-ing up some of the slack which heretofore has been quite serious in the radio trade. The company will advertise its new, high-power radio sets for use in summer homes, outdoor camps and on automobile and yachting trips. The automobile and yachting trips. The meeting was held by the Westinghouse Electric & Manufacturing Company and McCarthy Brothers & Ford, wholesale distributors. Buffalo.

Made Remy Electric Advertising Manager

Foust Childers has been appointed advertising manager of the Remy Electric Company, of Anderson, Ind., succeeding H. M. Carroll. Mr. Childers became as-H. M. Carron. Mr. Childers became associated with the company six years ago as a member of its tool engineering department, later was with the production division, and was more recently in fac-tory personnel work.

Steel Coupling Account for George J. Kirkgasser

George J. Kirkgasser & Company, Chicago advertising agency, has obtained the advertising account of the Steel Coupling Company, Pittsburgh. Business papers in the oil industry will be used to advertise Smithsteel couplings.

C. W. Davis with Norris-Patterson

C. W. Davis has been appointed manager of the Montreal office of Norris-Patterson, Ltd., Toronto advertising agency. He was formerly an account executive with McConnell & Fergusson, London, Ont., advertising agency.

H. H. Prittie, Director, McKim Agency

Henry H. Prittie, who joined McKim, Ltd., Montreal advertising agency twenty years ago at the time of the opening of its Toronto office, has been elected to the directorate of that organization.

American Tobacco Appoints Lennen & Mitchell

The American Tobacco Company, New York, has appointed Lennen & Mitchell, Inc., advertising agency of that city, to direct the advertising of Pall Mall cigarettes and the Humidor Sampler.

Helping the Customer to Get a Better Product

The New Jersey Zinc Company Combines Research and Sales Engineering to Get Good-Will and Better Finished Products

By Don Gridley

THE company manufacturing a raw material that reaches the ultimate consumer only as a component of another company's product, sold under the latter company's brand name, has a peculiar relation to the consumer. It is only good business for the company to assure itself that its product will give the consumer the maximum of satisfaction, yet the consumer must depend for satisfaction entirely upon the maker of the finished product of which the raw material is only a part.

Take a product like zinc oxide for example. The average consumer doesn't know what zinc oxide is, what it looks like, how it is used and why it is used. Yet the tires on the wheels of his car and the paint on its body contain their allotment of this

product.

Suppose that The New Jersey Zinc Company is selling large quantities of its product to the Beeville Rubber Company. The Beeville Rubber Company, being short-sighted, skimps on its use of zinc oxide in a lot of tires. Mr. Gullible buys a set of tires from this lot and finds that they are of low resilience, age very rapidly, blow out or go bad in some other way after he has run them only a few thousand miles.

Mr. Gullible immediately decides that Beeville Tires are not for him and switches to Seeville Tires. If Seeville buys its zinc oxide from The New Jersey Zinc Company, that company hasn't lost anything in the long run. But if Seeville doesn't, and there are several thousand or several hundred thousand Mr. Gullibles, The New Jersey Zinc Company has lost out.

Indirectly it may suffer in another way. The Ennville Tire Company has been on the point of purchasing zinc oxide from the company. It learns of the experience of Beeville, knows that the fault is due in some way to the raw material in Beeville Tires and decides instead of buying The New Jersey Zinc Company's zinc oxide it will buy from another company.

This brings up a very definite problem, and the method used by The New Jersey Zinc Company to meet this problem involves a research laboratory, a staff of sales engineers and a series of Research Bulletins which are as different from the ordinary house-organ as theory is different from elementary is different from elementary in the series of the seri

tary arithmetic.

A LABORATORY FOR CUSTOMERS

At the company's largest plant at Palmerton, Pa., is maintained a research laboratory wherein experiments are being carried out continuously to bring about the most efficient use of zinc and zinc derivatives. To this laboratory any customer of the company can bring his problems and have them worked out for him. But this is only a part of the laboratory's work.

In addition the chemists on the research staff are carrying on original investigations concerning such subjects as "The Hiding Power of White Pigments and Paints," "The Microscopy of Paint and Rubber Pigments" and others that have a vital bearing on products that use zinc as part of their raw materials. The bulletin is the outgrowth of the splendid original research work done by the laboratory.

Rather than let so much of this fine work bloom unseen in the desert air of the laboratory, the company decided to transplant it in some way so that it could be used as a good-will lever with its er-

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the the it be its Serving the small client as faithfully as the large—setting a new and higher standard every day—striving to make each page more beautiful than the last—thus did Bundscho's win its reputation. Shorter cuts? Perhaps. But we don't know them.



J. M. BUNDSCHO, INC.

Advertising Typographers
58 E. WASHINGTON · 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

In Canada it's newspapers for

CANADA—even now with her mining areas only "scratched"—is the third greatest gold-producing country of the world. You will eventually advertise in Canada, but today is the best time of all!

You can get the cheapest, most effective coverage through

THE DAILY NEWSPAPERS OF CANADA

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper
	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

Quebec Market

			Population	Newspaper
ż	Quebec		117,500	Le Soleil
				(French)
	Quebec		117,500	Chronicle
	Montreal		839,000	Gazette
	Sherbrooke		23,515	La Tribune
				(French)

Pacific Market

	Population	Newspaper
Victoria	60.000	Colonist

Ontario Market

			1	7	31	pulation	Newspaper
London					-	70,000	Free Press
London						70.000	Advertises
Hamilton					1	14.151	Spectator
Peterboro						25,000	Examiner
Kitchener		Ī				29.600	Record
Kingston		ũ		-		25.000	Whig

Prairie Market

r-opulation	Memababet
Winnipeg 280,000	Free Press
Winnipeg280,000	Tribune
Edmonton 70 000	Journal
Calgary 75,000	Herald
Regina 35,000	Leader &
Saskatoon 31,364	Post Phoenix & Star
Moose Jaw 20,000	Times &

vi

National or Sectional Coverage

prospects. The result was the bulletin.

The first issue of the bulletin appeared in 1921 and was sent to customers only. In every case the bulletins were sent to the sales departments' point of contactthe purchasing agent. While it was felt that the contents of the bulletins might not make a direct appeal to purchasing departments, it was hoped that the bulletins would be of such apparent value that they would be passed on to technical men. This hope was justified. After the publication of but a few bulletins, requests for future issues to be sent directly to individuals employed in technical departments of customers began to come in. Within a year technical libraries, both collegiate and public, research organizations, university professors of chemistry and physics were asking to be placed on the company's mailing

More recently the bulletins as issued have been announced in the news columns of technical journals and have been advertised by an unobtrusive line or two in the company's advertising addressed to the group to which the current bulletin appeals. Requests for individual bulletins from any source are filled, but if the inquiry comes from a source which should have the bulletins regularly, the name is placed on the list. Since 1921, the circulation has increased over 35 per cent, and although still far from large, its quality has been maintained and the nature of the company's business makes it a list of high potentialities.

Each bulletin contains a report on some phase of the chemical and physical study of rubber or paint. The bulletins are about equally divided between the subjects of paint and rubber, a few dealing with both. Of course rubber bulletins are not sent to men interested primarily in paint, and vice versa.

A fair example of what the bulletins contain and the method of handling the material is a recent issue on "The Microscopy of Paint and Rubber Pigments." To

the layman this bulletin means very little indeed. To the technical man it is filled with significant material which has a direct bearing on his job. Some of the subheadings are "Distinctive Technique," "Apparatus Used in Pigment Study," "Mounting," "Various States of Suddivision" "Various States of Subdivision, "Characteristics of Common Pigment" and "Flocculation of Pigments." There are several illustrations, reproductions micro-photographs. Another bulletin on "Volume Increase in Compounded Rubber under Strain" contains micro-photographs, technical formulae and pen-and-ink diagrams.

Both these bulletins are reprints from technical journals, although the work reported was all done in the company's laboratory. In this way the company is able to cash in with good-will on the work of its chemists and physicists. Other bulletins contain hitherto unpublished accounts of research.

PICKING RIGHT AUDIENCE FOR A BULLETIN

While these bulletins do the work of a house-organ, they are different from the average house-organ in almost every respect except that of interesting the prospect. Great care is taken to keep the reports up to a high standard and to see that no reports go out that are not of interest and utility to the men receiving them. They are highly technical, but the men receiving them are interested in highly technical subjects.

This is one method used by the company to reach prospects and customers with something out of the ordinary. The bulletins have been instrumental in building a great deal of good-will among men who count, because they have offered these men information that is difficult to obtain, information that bears directly on their jobs and points the way to better manufacturing methods and better finished products.

There is still another way in which the company helps its customers, the department of sales engineering. After years of ex-

perience the company has found that its salesmen cannot be technical men. In the first place good technical men are not always good salesmen. Second, where the salesman is a good technical man he is apt to spend his time entirely on technical problems and very little of it on selling. For those reasons it has built its staff of sales engineers.

When a salesman reports to the main office that some customer has a manufacturing problem upon which he would like help the home office immediately turns this report over to the sales engineers. A trained engineer is sent at once to the customer's factory and there helps the customer work out his problem. If the problem requires research, that research can be made at the laboratory at Palmerton.

The sales engineers are the emergency men, ready to go out at a moment's notice to offer expert advice. That customers appreciate this work is shown by the many calls made on the department of sales engineering and the favorable reports of their work sent in by those whom they have helped.

By means of the work of the research laboratory and the department of sales engineering the company has made a long stride toward making itself sure that its products are being used to the best possible advantage. It knows that its zinc oxide will get a square deal, if the phrase can be used in this way, in the hands of the companies that buy it. square deal comes through the fact that the company has shown users how to make the most efficient use of the product and is keeping users continually abreast of the times.

No small share of the effectiveness of the plan is due to the Research Bulletins. These go on steadily building good-will and giving the company a position of real authority by making known the work of its research department.

In the long run the consumer gets the benefit of a better product that is better made.

Beacon Tires and Tubes Combined as a Sales Unit

Two companion products are offered to the automobile owner as the unit of sale in the merchandising plan of the Beacon Tire & Rubber Corporation, Beacon, N. Y. These are Beacon Toron-Treated cord tires and Dimple tubes. Their joint use is recommended to consumers under a novel plan. The company labels each tire with a mileage service guarantee provided the tire is equipped with a Dimple tube.

The sales efforts of the company will

The sales efforts of the company will be supported by an advertising campaign which started on May 4. Newspapers and direct mail will be used. A series of four mailing pieces will be sent to dealers in New York, New Jersey, Pennsylvania and Connecticut, A. A. Archbold, advertising manager, informs PRINTERS INK.

As inquiries are received from dealers they are given to the company's salesmen to follow up. Where a salesman cannot see a dealer within a reasonable time the matter is taken up by mail.

The advertising account of the company is handled by the Harry C. Maley Company, Chicago advertising agency.

Postum Cereal Earnings for First Quarter

The Postum Cereal Company, New York, Instant Postum, Postum Cereal, Post Toasties, and Grape Nuts, reports cost of sales, general administration expense, etc., of \$4,183,692, for the first three months of 1924. This compares with \$3,969,856, for the same period of 1923. Net sales amounted to \$5,263,535, against \$5,019,660, for the first quarter of 1923. Net profits are given as \$944,223, as compared with \$15,253 in the corresponding period of last year.

Barnard Agency Appoints R. W. Read

R. W. Read has joined the Barnard Advertising Agency, Inc., Chicago, as account executive. He was formerly with The J. A. Snyder Company, also of Chicago, and was for several years with the McGraw-Hill Company.

Changes Name to Agree with Product

The United States Ball Bearing Company, Chicago, has had its name changed to the Strom Ball Bearing Manufacturing Company, to agree with the trade name of its advertised product, Strom bearings.

Fred G. Lee Joins "Motor"

Fred G. Lee, formerly with the Chicago office of the Class Journal Company, has joined the advertising staff of Motor. He will cover the states of Illinois, Wisconsin, Minnesota and Lowa.



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A-Z-U-R-I-D-E

IACTS ABOUT STREET CAR SERVICE and thoughts by the trolley philosopher

issued at the Start and In the Middle of Every Month by the Public Relations Department, Los Angeles Railway

Vol. 8

March 1, 1924

No. 5

90 Per Cent of Riders Carried By Cars on 10 Per Cent of Road

THE street car is the vehicle for mass transportation of today and tomorrow. Talk that the automobile will eventually replace the treet car is not considered by traffic engineers, be-

ause the street space is not available.

In the central section of Los Angeles, embracng 90 blocks, only 9.8 per cent of the roadway an possibly be used by street cars, and then only when automobiles and trucks are not using the racks. In the daily evening rush hour, the street ars, using only one-tenth of the road space, carry 0 per cent of the people riding through the cenral district, counting automobile drivers as pasengers.

A recent 12-hour check of all vehicles entering he downtown district showed an average of 1.67 assengers per auto. The average rush hour treet car carried 77.7 passengers. To transport automobiles the load of one rush hour street car ith 77.7 passengers at the rate of 1.67 passengers per auto would require 47 machines, which

ould make a line 660 feet long.

Facts ins

RECENTLY one of the pattern publications, whose department store agents in the large cities are absolutely dependent upon the Street Car service for their very existence, issued a circular entitled

"Will you sell to the trolley riders or the car owners?"

It listed as the "Recreations of the Trolley-Car Families," the movies, cheaper fiction, parades, sand lot baseball and excursions.

The truth is that 99% of all the families in the cities are "Trolley-Car Families," including the executives and employees of the following concerns. An investigation showed that they go to business as follows:

	By Auto or Taxi	Otherwise
Butterick Publishing	Co. 1	809
Charles Scribner's S	ons 8	249
Life Publishing Co.		226
Bankers Trust Co		220
Tiffany & Company		593
B. Altman & Co	1	2,388
J. P. Morgan & Co	1	271
Brooks Brothers	0	288
Cadillac Co. of N.Y.	10	142
Buick Co. of New Y	ork 21	147
	THE PARTY OF THE P	00.59 S R 900

The above buildings were checked during the opening hour.

ist of Slaps

Even the highest class stores in New York could not exist if they depended upon their automobile shoppers, as you will see from the following figures:

Owing nguics.		
By	Auto or Taxi	Otherwi
B. Altman & Company	. 116	1,362
Stern Brothers	. 59	1,706
Arnold Constable & Co	. 12	511
Lord & Taylor	. 98	1,032
Franklin Simon & Co.	. 58	1,636
Best & Company	. 22	3,500
Bonwit Teller & Co	. 78	754
John Wanamaker		2,298
James McCreery & Co	. 30	3,264
R. H. Macy & Co	. 92	9,302
Saks & Company	. 30	1,860
Gimbel Brothers	. 90	5,066
Hearn & Sons	. 26	2,148
	813	34.439

All entrances to the above stores were checked during a busy shopping beat

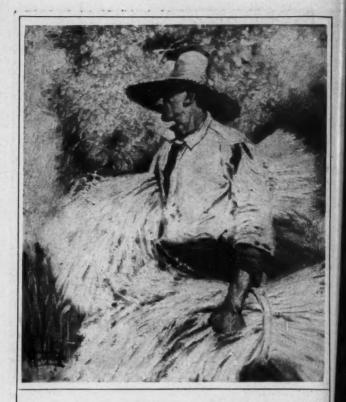
Eighty per cent. of the automobilists in the cities use the Street Cars on an average of thirty times a month, but I see nothing in the ownership of an automobile to brag about. At least 50 per cent. are purchased on the installment plan and hundreds of thousands of people are diverting to automobile upkeep, the money they formerly spent for other pleasures and better things to eat and wear and for the home.

"Facts like mules are stubborn things," and it is a fact that the street railways of the United States reported 16,000,000,000 passengers carried during 1923. Probably everyone you know helped to make that tremendous Street Car advertising

circulation!

A Darmand

National Advertising Manager.
STREET RAILWAYS ADVERTISING CO.



The Harvest Tells

Sales are the only proof. We invite your study of successful Dominant Idea advertising based upon actual returns—merchandise sold: the harvest proof. Let us demonstrate our ability to help you reap results.

MJunkin Advertising Company

FIVE SOUTH WARASH AVENUE, CHICAGO.



Chicag

To of major Akron of ba mitted way With vital people money is the Tha these o for a at the one mago viewin light. that the display L. Verells Feffort

> hat th Scar ometh Chicag er, ar perate ne fal nat is or re very nat se ient.

baseba amuse

> few dverti ot ex But man de i rong n in lders

the

Baseball Scores an Assist for Advertising

Chicago Cubs Campaign to Sell Women on Baseball Has Wholesome Effect on the Game and Boosts Attendance

TO the common, garden variety of baseball fan, advertising a major league game must seem something akin to taking tires to Akron. The owners and officials of baseball clubs, it must be admitted, have felt pretty much that way about it too in the past. With each game news of the most vital order to thousands of people, why should baseball spend money for advertising? Where

is the need?

That the attitude underlying these queries is changing or ready for a change seems fairly obvious at the present moment. At least one major league team, the Chicago National League Club, is viewing advertising in a new light. This is the third season that the Chicago club has used display advertising, and William L. Veeck, president of the club, ells PRINTERS' INK that the 1924 effort to sell Chicago women on baseball as the finest summer amusement will be the biggest hat the Cubs have ever made.

Scarcely more than a moment's nalysis becomes necessary to inderstand why advertising has omething tangible to offer the er, any other team which must perate on a business basis. To he fan the game's the thing, and hat is all that matters. He is or resisting with heart and soul very element of commercialism at seems to threaten his amuseent. He is sold on baseball, and the absence of the unusual ndition such as the scandal of few years ago the need for evertising to him simply does ot exist.

But there is another side which mands consideration just as intently if not as loudly and that le is necessarily commercial. rong as the sport element may n in the veins of the stocklders of a major league club, they know full well that baseball today is just as essentially a business proposition as any manufacturing and selling enter-The smashing drive with bases filled, the spectacular catch, the crafty pitching-none of these thrills will pay salaries, maintain grounds and finance spring training trips unless it is made before paid admissions.

THERE IS A REAL SALES PROBLEM

Nearly every club owner can pack his park on Saturday and Sunday afternoons. Those are his sales peaks. Except for Wedafternoons the other nesday afternoons of the week are apt to be the valleys that level down the average of income. The reasons are of course clearly apparent. The big majority of men must be about other things during the week. The bug who doffs his coat of a July Saturday after-noon the better to watch his deities of the diamond do their stuff, doffs it on the other days to run his fingers up and down an adding machine or articulate into his dictating machine. He is not a prospect for advertising.

On the other hand there are thousands of women who can be educated to know and enjoy baseball and who are the livest kind of prospects, according to William L. Veeck, president of the Cubs. They are the big potential in the baseball market, he says, who can bring up attendance on what are at present the off-days from the viewpoint of

box-office receipts.

"There isn't a reason under the sun," says Mr. Veeck, "why women eventually will not make up a big percentage of the crowd at major league games. Right now the spectators attending the Cubs home games represent as fine a crowd as goes into any

baseball park in this country. That is because we have a good many women who enjoy baseball as much as their brothers and husbands. And that in turn is due to the advertising we have done to popularize baseball with

"Every Friday afternoon when the Cubs are in Chicago is Ladies' Day all summer long. They are we know happens. Nearly every woman hears baseball talked about in her family circle. becomes a little curious and interested, provided she doesn't already know the game. Then she runs across one of our advertisements promising her an afternoon of outdoor entertainment in the most attractive park in the We do everything that world. is possible to make her feel welcome and thoroughly at ease. If she comes out to a game the chances are that her feeling toward baseball is entirely revised "We began advertising Ladies'

Day, not too hopefully, with the aim of improving the character of baseball crowds. It would of baseball crowds. tend to place baseball on a higher plane, we felt, and that aim has been achieved. But advertising baseball to women has been good, sound business. The percentage of women attending our games in Chicago on days other than Ladies' Day is increasing steadily, and I believe the time is in sight when one person in every three at a game will be a woman. Saturdays and Sundays we have all the people at our games that we can handle, as a rule. Wednesdays formerly were the third best days. Mondays and Fridays have always been the poorest. Now Friday is the third best day of the week in attendance, due alone to advertising."

In 1922 the Cubs began using rather modest space to advertise baseball to women. Last year it was increased on the strength of the results it had shown. season the club has drawn up a schedule of advertising which is still more ambitious. It is 500line copy which competes on equal terms with the advertisements

which surround it on the newspaper page. Perhaps the fact that William Wrigley, Jr., is one of the principal owners along with A. D. Lasker, has exercised an influence on this policy of keeping at it and increasing the pressure.

The presence of women at the games of the major league teams in increasing numbers cannot but raise the standards of the national sport. If advertising had no other result than this, it would justify itself; but when it proves itself judged by box-office receipts, as it has in the Cubs' case, other club owners, as business men, can hardly afford not to The trouble register interest. with the news stories of baseball games on the sporting pages is that they reach only that part of the public which is already attending games. The box score readers have passed out of the prospect stage. The women of the cities represent the one big remaining market to which organized baseball needs to sell itself.

H. C. Tiffany Joins Newmark co-ope Agency

H. C. Tiffany has joined J. H. New for sh mark, Inc., New York advertising busy h agency, as account manager. For the last two years he has been with Duran Motors, Inc., as assistant to J. H. Newmark, manager of sales promotion in the Durant interests. Mr. Tiffany also was at one time with the Chevrole Motor Company of which he was acting advertising manager.

Procter & Gamble Employees Dividends

The Procter & Gamble Company, Cicinnati, P & G Naptha soap, Ivory soand soap flakes, Crisco, etc., reports parent of dividends amounting to \$403.89 ment of dividents amounting to strong in 1923 to employees participating it their profit-sharing plan. The tot number of shares of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for by establishment of the company common stock subscribed for the company com ployees is 42,214.

Boston Importer Appoints Livermore and Knight

The F. Gianfranchi Company, Bosto importer and wholesaler of olive oil at food specialties, has placed its adv tising account with the Boston office the Livermore and Knight Compa Providence advertising agency.

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MERCHANDISING service, cooperation of a valuable character, becomes an adjunct of every advertising campaign deserving of it in The Arizona Republican.

Dominance in circulation, advertising, and position has not persuaded The Arizona Republican that it should not render every proper effective service that a good paper can give.

Trade surveys, market conditions, sales standings are studied for manufacturers and reported to them and their agencies.

Route lists covering Phoenix, central Arizona and of all of Arizona are prepared and furnished to advertisers and their representatives.

Assistance is rendered to manufacturers' representatives in affording introductions for them to wholesalers, distributors, etc.

On occasion placards, window cards, stickers furnished by the advertiser are placed with the dealers.

Broadsides, letters, etc., are prepared and sent to the trade, on the basis of a cost price to the advertiser.

A feature that has met with enthusiastic approval has been the co-operation rendered by The Republican service department in the preparation of window displays for national advertisers placed for showing in the front windows of The Republican office in the busy heart of Phoenix.

Many characters of co-operation are rendered, using in each instance that which will best serve in the interest of the advertiser.



company The Arizona Republican - Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, 225 Fifth Ave. CHICAGO—Williams, Lawrence & Cresmer, 360 N. Michigan Ave. SAN FRANCISCO—M. C. Mogensen & Co., 564 Market St. LOS ANGELES—M. C. Mogensen & Co., Title Insurance Bldg. SEATTLE, WASH.—M. C. Mogensen & Co., Securities Bldg.

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Stanley Resor, a Missouri Tournalism Speaker

Advertising will receive special attention at the fifteenth annual Journalism Week of the University of Missouri School of Journalism, to be held at Columbia, Mo., from May 12 to 17. Stanley Resor, president, J. Walter Thompson Company and president of the American Association of Advertising Agencies, will speak on "What the Agency Expects from the Newspaper." Herman Roe, editor of the Northfield, Minn., News. will discuss "Cooperation among Country Newspapers for National Advertising." Mr. Roe is chairman of the advertising committee

for National Advertising." Mr. Roe is chairman of the advertising committee

chairman of the advertising committee and vice-president for Minnesota of the National Editorial Association.

Arthur G. Newmyer, associate publisher of the New Orleans Item and president of the Southern Newspaper Publishers Association, will speak on "National Advertising" and J. S. Hubbard, executive secretary, Missouri Press Association, on "The Missouri List." List."

W. C. McMillan Buys

"The Class Group" Business Walter C. McMillan has disposed of his interest in Sterling-McMillan-Nash, Inc., New York advertising agency, of which he was vice-president. He has purchased the business known as The Class Group color inserts from the purchased the business known as The Class Group, color inserts, from the Estate of Einar F. Meyer. The Class Group includes Architecture, Arts & Decoration, Country Life, Garden Magazine and The House Beautiful.

For fifteen years Mr. McMillan was Eastern advertising manager of The Butterick Publishing Company.

Royal C. Rowland, who has managed The Class Group since the death of Mr. Meyer last February, will continue to be associated with Mr. McMillan.

Gardiner-Mace Company, New Advertising Agency

A new advertising agency business has been formed at New York under the name of the Gardiner-Mace Company. William Ray Gardiner is president; A. C. Mace, Jr., vice-president; John J. Corkery, secretary and Charles A. Bishop, treasurer. All were formerly with the Gardiner & Wells Company, New York. Inc.

Inc., New York.

For more than twenty years Mr.

Mace was advertising manager and
counselor of the National Biscuit Company from which he resigned early in
1923 to engage in agency work. He still continues as advertising counselor of the company.

Iowa Advertising Men in Golf Tournament

Ninety members of the Des Moines, Iowa, Advertising Club teed off this week at Waveland, Iowa, in their sixth annual tournament. Finals will be played May 31.

Emphasizes Need of Libraries for Commercial Research

We are in need of research in the history of industrial and commercial institutions and we are in need of great libraries of commerce and industry in which all manner of business research can be successfully prosecuted, according to Chancellor Elmer Ellsworth Brown, of New York University.

Chancellor Brown was the principal speaker at a luncheon on May 2 at the Bankers Club, New York, which was given in honor of the delegates to the sixth annual meeting of the Association of Collegiate Schools of Business. The delegates, who represented twentyfive member institutions, were the guests of New York University and Columbia University.

Professor Fred E. Clark, of North-western University, Chicago, led a round table discussion on marketing at an afternoon session at Columbia on

May 2.

Dr. Roswell C. McRae, of Columbia
University, was elected president of the
association. Dean James E. LeRosignol,
University of Nebraska, was elected
vice-president, and Dean William A.
Rawles, University of Indiana, was
elected secretary-treasurer.

G. T. Hodges Heads Representatives Club

Gilbert T. Hodges, of Munsey's Maga-sine, was elected president of the Repsine, was elected president of the Representatives Club, magazine representatives, New York, at the annual meeting which was held on May 5. He succeeds W. N. Phillips, of the American Review of Reviews.

Other officers elected were: Paul Maynard, Christian Herald, first vice-president; W. F. Shea, American Review of Reviews, second vice-president; E. I.

of Reviews, second vice president; E. L. Townsend, The Spur, secretary, and Elliott Odell, Rufus French, Inc., treasurer.

treasurer.

The following were elected directors:
The following were elected directors:
Clifford Pangburn, People's Popular
Monthly; Samuel B. Moore, Jr., Vogue;
David Visel, Photoplay Magazine;
Robert R. Johnson, Time: B. G. Oman,
Le Bon Ton; Oliver B. Merrill, Youth's
Companion, and M. E. Marston, Photoblay Magazine.

Longuago, and the association will be held on June 6 at Briarcliff Lodge, Briarcliff Manor, N. Y. The program, which is now being arranged, includes golf and tennis tournaments and other sporting events.

W. W. Wathall, Art Director. Dorrance, Sullivan

DOTTAINCE, SUILIVAII

W. W. Wathall, who was at one
time advertising art director of Mar
shall Field & Company, Chicago, is ard
director of Dorrance, Sullivan & Com
pany, New York. It was reported in
PRINTERS' INK that H. H. Murphy
who has become art director of the
C.C. Winningham Agency, Detroit, hat
been art director of Dorrance, Sullivas
& Company. & Company.

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General I

New York



e Convention sas City, Missouri

Ararat Temple, Kansas City, and its 10,000 members intend to make this fiftieth Imperial Session the greatest advertisement Kansas City has ever And Kansas City is with them!

One hundred thousand visitors are coming-to see the parades, the pageants and to enjoy them-At least one-third of the visitors will be Shriners from all parts of the United States. Most of them will mail a week's issue of the metropolitan newspapers to their friends back home and of course they will choose the newspapers with the live features-exclusive Gravure, Comic and Magazine sections;-writers like Brisbane, Fay King, "Bugs" Baer and the rest—the Journal and Post. To advertisers, this means national influence.

Tell your interesting story to Kansas City while it is in a receptive mood-while everyone is eagerly reading the Journal-Post, to get the news and see what's going on,-day and night. More leased wire services than any newspapers in Kansas City; including the Associated Press, mornings; United Press, evenings, and a host of others.

Big special feature issue June third.

Daily Circulation — more than 348,000 Sunday Circulation — more than 200,000

The Kansas City Journal-Post

WALTER S. DICKEY Owner and Editor EDWIN O. SYMAN General Business Manager

J. MORA BOYLE Advertising Director

National Representatives: VERREE AND CONKLIN

New York Detroit Chicago San Francisco

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A sum of money equal to the interest on these securities was saved.

Buying sound securities is one way to profit through good "paper." But good securities are not the only paper that can earn and save money for you.



This is the booklet that made the saving possible.

A year's interest saved

The choice of paper did it!

WOULD you pass up a chance to save a whole year's interest on four \$1000 five per cent securities?

One advertiser made this saving in issuing a booklet. By printing this booklet on a light, thin paper he cut down the mailing cost 2c on each copy, saving \$200.

And yet, perhaps the saving in mailing cost was not the most important

This 834 x 11 inch booklet contains important statistics, which the business man will use if he can carry them conveniently.

Folded twice to a compact 334 x 834, this collection of valuable figures can easily be slipped into the coat pocket.

Because it is compact and light, it will be carried and used by the business man who would soon throw away a heavier, more bulky booklet.

The salesman who prefers to make his calls with hands empty will make this booklet a bosom friend. It will go about with him, unobtrusive, out of sight, yet always ready with the facts and figures he needs.

The thin compactness of this booklet is made possible by the use of Warren's Thintext, a remarkably light paper, so thin that it takes 1184 pages to bulk up to an inch.

When weight and bulk should be

kept down to the minimum, as in large catalogs and other mailing pieces, and in books that salesmen carry, or that people lift frequently and refer to often—Warren's Thintext is the paper

Thintext takes a good, clear impression from type and engravings. It is strong—withstands lots of thumbing

and handling.

Our booklet, "Making it Easy to Plan Printing on Warren's Thintext" tells, and shows in pictures, how well-known firms are saving money in various ways by the use of a light, thin, strong paper. You can obtain this book without cost to you by writing S. D. Warren Company, 101 Milk St., Boston, Massachusetts.

THINTEXT

THE STANDARD PRINTING PAPERS

—for folders, such as "Directions for Using," to be enclosed with drug preparations, watches, and in other small packages where space is limited:

To greatly reduce the weight and bulk of sales-manuals, reference books and other printed matter carried by salesmen:

To keep down mailing costs on large lists and catalogs of many pages. Inte

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What Railroads Can Tell the Government about Advertising

Interstate Commerce Commission If Authorized to Inquire into Advertising of Railroads, May Be Surprised When It Gets Reports from Railroads Such as the Illinois Central

Special Washington Correspondence

IF the matter were checked up, doubtless the railroads would show a better recent development in both the quality and volume of their advertising than any other class of advertisers. Collectively and individually, the railroads are publishing campaigns all over the country and in a variety of mediums, and they are becoming increasingly large advertisers.

This development is important from many angles, and interest in it has been abnormally aroused in official circles by a Senate resolution, introduced by Senator Frank R. Gooding, of Idaho, to direct the Interstate Commerce Commission to investigate, "along such lines and with such detail as to reveal clearly and accurately, the amounts expended for propaganda, as defined in this resolution, during the calendar year, 1923, by each common carrier by railroad, or partly by railroad and partly by water, subject to the Interstate Commerce And the resolution then defines the subject in these words:

'The term 'propaganda' means (a) the preparation, publication, or distribution of advertising matter, magazines, books, pamphlets, newspapers, articles and editorials, or other forms of literature, the engaging of speakers, or other forms of publicity, oral, written or printed; (b) the payment of compensation, or travel, subsistence, other expenses, in connection with services rendered by any person; (c) the making of contributions to any association, bureau, nstitute, committee, chamber of commerce, or similar organizaion; or (d) any other method of ropaganda. .

While the obvious intent of this esolution is to determine the exent of the effort of the railroads, any, to influence legislation with ropaganda, it mentions several

forms of advertising specifically. and therefore suggests several questions pertinent to the subject.

Does the Interstate Commerce Commission consider advertising appropriations as entirely legitimate expenditures? Would the commission encourage railroad advertising? Has the commission ever attempted to prevent a railroad advertising campaign? And what is the attitude of the commission on the general subject of

railroad advertising?

Because the activities of all public service utilities, as well as their advertising, are also supervised, to a greater or less extent, by various local and State commissions and officials, and since these agencies are largely influenced by the decisions and attitude of the Federal Government, the answers to these questions are important. But the must be found answers the official records and reports Interstate of the Commerce Commission, for that organiza-tion is so largely judicial in its work that its members cannot express opinions on any subject that has not been acted upon by the commission.

A SUBJECT NOT TOUCHED BY THE COMMISSION

There is nothing in the Interstate Commerce Act, nor in the related sections of other acts, that is directly applicable to legitimate advertising conducted profitably. Expenditures for advertising, made directly by the railroads through the customary channels, constitute a subject that the commission has considered as being best left to the judgment of the railroad managers.

The commission is principally concerned with seeing that the railroads are run and managed in accordance with the best public Hence the commission may be said to favor advertising

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or any other legitimate means of extending railroad service for the public benefit, and, at the same time, increasing railroad earnings.

If a railroad were advertising so extensively as to absorb an undue percentage of its profits, or to cause a loss, then the commission, under the law, could correct the abuse and see that this phase of the railroad's activities was conducted under "honest, efficient and economical management." Such a case, however, never has come before the commission.

If the Gooding resolution is passed, of course, the commission will call for expert testimony during its investigation, and an important outcome probably will be the defining of railroad advertising and the fixing of reasonable advertising expenditures in their relation to profits or income. But until that time, if it ever comes, the questions must be answered and the commission's attitude determined largely from

indirect sources.

And recently a very important and impressive source of the kind was furnished by C. H. Markham, president of the Illinois Central Railroad Company. Last February, Congressman Ralph L. Lozier wrote to a number of railroads requesting them to state the amounts spent during 1923 for advertising purposes. Mr. Markham gave the request his personal attention, replying with a letter that presented the entire advertising policy of his road, and mailed a copy of his reply to each member of the Interstate Commerce Commission.

According to Congressional suspicion, the railroads spent a great deal of money last year in advertising, and the motive of the expenditure was to influence fav-orable legislation. The Gooding resolution appears to assume that the railroads entered into extensive campaigns of advertising for purposes besides the increasing of business, for the resoluspecifically mentions the investigation of propaganda designed "To influence acts or decisions of any legislative,

ministrative, or judicial officer or agency, whether State or Federal, or of any member, officer, or employee of any such agency; or to secure the election, appointment, or removal of public officers or employees or the creation or abolishment of public agencies, whether State or Federal."

In his letter in reply to Congressman Lozier's inquiry, Mr. Markham, in view of the evident anticipation, is rather disappointing, with his statement of both his road's advertising expenditure and the results attained.

MR. MARKHAM'S REPLY

"It take it," his letter reads, "that you have reference to the informative statement which appears each month as an advertisement in the daily and weekly newspapers of general circulation published at points on our lines. The total cost of publishing this series of advertisements in 1923 was about \$80,500. This was slightly less than one-twentieth of 1 per cent of our 1923 total operating revenues, which were \$186,763,166."

He then shows that any legislative influence has been entirely indirect and remote, and evidently the result of a demand on the part of the public, stimulated by the advertising, for better rail road service. The letter continues:

"We do not consider that thi informative advertising is don entirely to present the railroad point of view to the public. Ou monthly statements have prove to be very effective advertising to increase our volume of busi ness. Any advertising which results in favorable discussion of a railroad is good competitive at This advertising ha vertising. caused far move favorable discussion of the Illinois Centra System than any other we have ever done. It has caused ou patrons to analyze our service and to point out our strong point as well as weak points. discussion has been helpful many ways."

Mr. Markham, in his lette



The

National Process Company

Makers of Repro-Prints and Giant Ads

Announces

a change in its method of operation in

PHILADELPHIA

Effective May first, the arrangement under which Mr. Charles A. Long, Jr. represented us there will be concluded.

We have established a Branch Office in Philadelphia, at the Lincoln Building, corner Broad Street and South Penn Square, under the supervision of

MR. OLIVER H. B. PATTON

He will be at the service of our customers.

NATIONAL PROCESS COMPANY

Incorporated

117 East 24th Street

New York City

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8, 1924

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then goes on to explain that each one of the company's advertisements includes an invitation to the readers to offer constructive criticism of the service, and that this has opened up a channel for the patrons of the road to reach his office directly with their complaints. He states that this has resulted in many benefits to both the patrons and the road, and that he has received a number of valuable suggestions for the improvement of the service, which have been put into effect.

"A splendid by-product of our standing invitation," he continues, "has been the effect the plan has had on our officers and employees. They have realized that the only way to stop complaints from reaching this office is to render a service of satisfaction. That they have succeeded in rendering such a service is evidenced by the fact that complaints have almost entirely ceased to come in. We believe that this benfit alone has a great deal more than justified the entire expense involved."

He also explains how the advertising, by informing the public of conditions just after the war, aided in overcoming the many problems of inadequate equipment and car shortage, and decreased the road's accident rate. And he sums up the regulatory phase of the matter as

follows:

"Please consider for a moment the tasks confronting this rail-The management is the trustee of an investment of more than half a billion dollars. This investment is in a railway plant which renders an indispensable service to the public. The rates charged for the service are passed upon by a regulatory body, a public body which is responsible to the people. If rates are inadequate to compensate the railroad for the service rendered, eventually the investment will be greatly impaired. The power to regulate rates emanates from the people themselves. If they have the facts, they will want to do what is fair and right. Under these conditions, does it not seem in every way proper that a rail-

road, with its investments at stake, should undertake to give its patrons all the facts?"

So much for the conditions under which the railroad serves its patrons, and its effective effort to make the facts known to the pub-The only question that could lead to objection concerns the truth of the road's advertising, and regarding this Mr. Markham states:

"The topics which we have reviewed in our informative advertisements have been widely discussed by the public in The truth of territory. statements contained in our advertisements has never been successfully questioned."

CONSIDERATION FROM INTERSTATE COM MERCE

There is no doubt of the fact that the complete statement of the Illinois Central's advertising activity has had the careful consideration of the members of the Interstate Commerce Commission. It is understood that the commission looks upon the statement as a straightforward, honest presentation of the railroad's side of the proposition, and that the commission finds nothing in any way objectionable in the advertising policy and practice of the Illinois Central, as set forth in the letter from its president.

Therefore it is perfectly logical to assume that the Interstate Commerce Commission considers advertising appropriations as entirely legitimate expenditures, when they are used to increase the business of a road and to place the facts of railroad management before the The commission is a judicial body, and it is not within its province to encourage or stimulate any particular effort on the part of the roads; but there is no doubt that the commission approves of reasonable expenditures for advertising or any other activity that increases patronage, improves service, and reduces the rate of accidents. According to the official records, the commission never has attempted to prevent a railroad advertising campaign, when the appropriation was ex-

New



Reaching your market

The woman who thinks a broom is "good enough"; is satisfied with a wash board and old-fashioned flatirons; furnishes her house with "bargains" and says scientific feeding is "all nonsense", is part of the great feminine market, sure enough—

But as a customer, manufacturers of superior food products, high-grade house furnishings and laborsaving devices find her pretty nearly a total loss.

The readers of Modern Priscilla form only a small part of the "feminine market", but—

Modem Priscilla has taught those more than 600,000 women to regard up to date housekeeping tools as essential; high quality furnishings as a good investment; branded, advertised foods as safeguards of the family health.

Its editorial devotion to one subject—Homemaking—automatically eliminates from its circulation women who are not interested in your wares, and therefore enables you to reach, most economically, a market composed entirely of your best prospects.

MODERN PRISCILLA

The Trade Paper of the Home

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pended through the customary and legitimate channels. And so it must be concluded that the attitude of the commission is favorable to railroad advertising when it is conducted in a legitimate manner and for the purpose of improving railroad service and making it better understood and more popular so far as the public is concerned.

More Schulte Stores Planned

"We are now operating 268 stores and are planning to open fifteen or

and are planning to open fifteen or twenty more during the current year," says D. A. Schulte, president of the Schulte Retail Stores Corporation, chain cigar stores, New York.

"Our Park & Tilford business," he said, "is developing satisfactorily. We are rounding out the wholesale end of the business. There is under consideration the purchase of a piece of property on Fifth Avenue, New York, for the opening of a large central wholesale and retail Park & Tilford Store.
"The transaction involving the United

"The transaction involving the United Cigar Stores Company of America and Schulte Retail Stores Corporation is still pending and there is no new development.

"Earnings for the first quarter show a substantial increase over the cor-responding period last year. Sales ran 10 per cent ahead of 1923."

Ingersoll-Rand Earnings Increase

The Ingersoll-Rand Company mining and contracting machinery, New York, for the year 1923, reports net earnings of \$7.829,592, as compared with \$4, 982,948 for 1922; \$3,062,824 for 1921, and \$5,841,191 for 1920. Net income after depreciation, Federal taxes, interest, etc., is shown as \$5,971,138 for 1923, against \$3,578,262 for 1922; \$582,241, for 1921, and \$3,885,928 for 1920.

New Magazine for Motor Tourists

A new magazine devoted to the inter ests of motorists who go camping will be published by the Experimenter Pubbe published by the Experimenter Publishing Company, New York. It will be called Motor Camper and Tourist and will have a page size of 9 inches by 12 inches. The new publication will be issued in rotogravure.

Has Kennedy Radio Receiver Account

The Colin B. Kennedy Company, St. Louis, manufacturer of Kennedy radio receivers, has appointed Ray D. Lillibridge, Inc., New York, as its advertising counsel. A campaign in general magazines, radio publications, and newspapers, is planned.

Program for Buffalo Advertising Convention Completed

The completed program for the convention of the Advertising Affiliation, which is to be held at Buffalo on May 9 and 10, has been announced by J. Jay Fuller, chairman of the general committee. In addition to the speakers who were listed in the report which appeared in PRINTERS' INK of April 17, appeared in Printers' Ink of April 17, the following will speak at the salesmanship session on the evening of May 9: Charles R. Wiers, vice-president, DeLong Hook & Eye Company, Philadelphia, "How One Sales Manager Works with the Trade and His Travelers'; H. B. McMaster, manager of agencies, Art Metal Construction Company, Jamestown, N. Y., "Selling the Specialty Field"; F. A. Wilson-Lawrenson, publisher Atlanta Georgiam, "Reducing Selling Costs by Common-sense Marketing Methods," and Fred B. Smith, of New York. Mr. Smith's subject has not been announced. announced.

At the merchandising session on the afternoon of May 10, W. T. Grant, president of the W. T. Grant Company, New York, will speak on "The Human Element in Modern Merchandising." E. St. Elmo Lewis, vice-president of the Campbell-Ewald Company, Detroit, will discuss "Hitting the Mark in Market-ing. Where Is It Leading Us?" at the general business session on the evening of May 10.

Mattress Company Advertises Its Dealer Help

The Derry-Made Products, Inc., Boston, is using newspaper space to advertise a dealer help to the consumer. This advertising points out that dealers have a sample filler cabinet which tells the exact story of the kind and grade Made mattress. The copy further explains that there is no taint of "sweat shop" clinging to its product which is made in a spick and span modern plant.

Bayuk Cigars Reports Earnings

Bayuk Cigars, Inc., Philadelphia, maker of Prince Hamlet, Mapacuba, and Havana Ribbon cigars, reports net earnings of \$127,003, for the first quarter of 1924, against \$251,212, in the same period of 1923. After all charges and reserves for depreciation, the company reports net income of \$110,277, for the quarter ended March 31, and \$237, 57, for the corresponding period of last year.

McJunkin Agency Has New Accounts

The Marquette Hotel, St. Louis, and the Clymer Manufacturing Company, Denver, manufacturer of the Clymer spot light, have placed their advertising accounts with the McJunkin Advertising Company, Chicago. , 1924

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In your own club

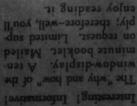
What magazine is most often picked from the library table?

Think it over.

There are 3300 clubs subscribing for one or more copies of LIFE.

Life, 598 Madison Ave., N. Y. 360 N. Michigan Avenue, Chicago





s always — the message that

COLOR IN PROVERTISING

Tinto & Harford Company

A16-422 West 33rd Street

METAL BO

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ini T

An inquiry never obligates. Neither does your request that a competent representative call. And prompuress is a habit we cultivate.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

3

If you want to know about our work, watch the advertising of the following:

BON AMI CONGOLEUM RUGS VALSPAR VARNISH GRINNELL SPRINKLERS WELLSWORTH PRODUCTS McCUTCHEON LINENS **TAVANNES WATCHES** PETER SCHUYLER CIGARS CONVERSE RUBBER SHOES ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES TARVIA WALLACE SILVER HAVOLINE OIL BARRETT ROOFINGS COOPER HEWITT WORK-LIGHT L & G AGATE WARE **NEW-SKIN**

What we've done for others we can do for you.



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"To the Ladies"

THE GARDEN CLUB OF AMERICA NEW YORK, April 30, 1924.

Editor of PRINTERS' INE:
As president of the Garden Club of America, which is one of the forty co-operating organizations of the National Committee for the Restriction of Outdoor Advertising, I wish to of Outdoor Advertising. I wish to protest against the statements made in the April 17 issue of Printers' Ink which show very clearly that you have been misinformed about the relationship between the National Committee for the Restriction of Outdoor Advertising and the General Federation of Women's Clubs. The General Federation of Women's Clubs has absolutely no connection with the National Committee—the latter being made un of several nection with the National Committee— the latter being made up of several civic and art associations, scenic preser-vation and historic societies, and de-partments of the State Chambers of Commerce as well as the Citizens Union of New York and the City Club of New York. Both men and women are represented in these organizations and the General Federation of Women's: Clubs is simply one of those mem-bers wielding no greater influence than the others.

The stand of the Garden Club of America as a member of the National Committee for the Restriction of Outdoor Advertising is by no means an attempt to discredit advertising in genartempt to discretify a series of the compose and abolish outdoor advertising when used in non-commercial locations. In other in non-commercial locations. In other words, it is our object to oppose any attempt or any bill which has come up or may come up in Congress which aims at the destruction of the natural

scenic beauty of our country.

The National Committee for the The National Committee for the Restriction of Outdoor Advertising has done splendid work in prevailing upon some of the large advertising concerns to discontinue the use of the form of advertising known as "Billboard Advertising" in non-commercial locations. This committee, of which the Garden Club of America is a part, has never objected to magazine and newspaper advertising. It is the endeavor of all organizations belonging to the National Committee for the Restriction of Out-door Advertising to educate public opinion against the huge unsightly billpublic opinion against the huge unsightly bill-boards that are menacing the scenic beauty of so many of our rural dis-tricts and we believe that with these facts in mind you will be glad to aid us to the extent of correcting the state-ments made in your recent issue of PRINTERS' INK.

THE GARDEN CLUB OF AMERICA Mrs. Samuel Sloan, President.

WE are glad to print the above letter as a sample of many we are receiving from women's clubs and private individuals. If any proof were needed that there is an organized propaganda against outdoor advertising, it would be conclusively shown by the numerous communications from persons who in the ordinary course of affairs would never see PRINTERS' INK as they are outside of advertising and in fact not engaged in busi-

ness in any form.

If the women had their way, and succeeded, as they put it, in "abolishing outdoor advertising when used in non-commercial locations," just what would hap-pen? In other words, if their crusade resulted in persuading the large national advertisers to abandon general use of posters and painted bulletins, how would the cause of preservation of scenic beauty be advanced? This is worthy of serious thought by the ladies. In the first place, no law can be passed which would prevent a farmer from making use of his land. He has the inalienable right to erect on it a chicken-coop, a hot-dog stand or to put up an advertising sign. If the United States Tire Company, for example, is persuaded to take down its well-constructed and informative signs, owner of the land will naturally try to find some other source of income. Perhaps he will sell the right to put signs on the property to retailers in nearby towns. What interest in outdoor advertising; what knowledge of it; what ability to buy real brains and talent to present a message one or more merchants have? Highways of eyesores would stare at us within a short time.

Are private property rights; efficient marketing of goods, and the rights of industry to be sacrificed to a question of good taste? We say question of good taste; for good taste is relative. Can any self-constituted group, meeting for example in New York, determine whether or not miners and their families in drab communities of Pennsylvania would not prefer colorful posters, perhaps the only color in their bleak surroundings, to abandoned coal tipples?

Who shall say that unsightly corncribs, smelly pig sties, weather-beaten barns, crazyquilt hot-dog stands and abandoned coal tipples are more necessary to commerce than outdoor advertising? Who shall say such objects of commercial utility do not mar and blot out the landscape more than outdoor adver-

tising?

If we are to have a National Committee for Restriction of Outdoor Advertising, which exists on the principle of good taste, why not a National Committee for the Restriction of Abandoned Coal Tipples? A National Committee for Restriction of Offensive Pig Sties? Weather-beaten Barns? Unsightly Corncribs? Or Displeasing Hot-Dog Stands?

As a means to a cultural end such objects, as those last named, stand far below outdoor advertising. On that subject let us not take the words of self-constituted experts, but rather, the opinion of that eminent sculptor, lecturer and authority on art, Lorado Taft. We heard Mr. Taft address a group of business-paper publishers some months ago at Chicago on "Art and Beauty in Industry." He had been casting about in his mind for hopeful signs for the future of art and beauty of America. He had been looking for a medium that made the multitude conscious of joy and beauty in a painting and he found that medium to be a poster.

"We see hopeful signs," he id. "Some of our posters are said. as fine as anything they are making in Europe. Now and then I find a poster giving me a thrill. It is as great as a painting to me, greater in a sense because more people see it. It is a thing which talks to many, many people. The advertisements in our papers and magazines are now and then admirably artistic. Some of those advertisements for furnaces and things in basements make the basements so beautiful that I want to go and sit in them They are like ices. That is a right away. European palaces. good thing for the advertiser and a good thing for our public. There is promise in it all.

"I hope you will see the windows of some of our stores. I know it is not proper in journalistic circles to mention such things by name, but I hope you will not miss Marshall Field's windows. They have one of the best exhibits there. As you go down Michigan Boulevard you will feel you are looking on the Rhine maidens sitting around in their aquariums, beautifully dressed and undressed ladies. It is a sight. I like them better than some of those that walk. These are some of the things that encourage one even in such a

wilderness as Chicago.

"The other day I found myself delighted in looking at the preparation of that great building on Michigan Boulevard. I said to myself, 'Why, what is this thing?' Well, it was just a shed out there over the sidewalk, built in graceful arches, and they were spending money on it to make the thing harmonious and pleasing. I started back; I wondered if it was not somebody's project for a second-story street down our avenue. It was artistic; I would be glad to have that structure stay in permanent material. It is not beneath us at all to encourage art in the simplest thing."

Other eminent authorities on the question of good taste in the matter of posters could be quoted. But we want to give space to another side of this question; and that is the willingness which advertisers show in spending large sums of money to obtain the works of painters that they may be presented to the multitudes by outdoor advertising.

The president of the Williamson Candy Company, George H. Williamson, recently spoke on the value of the union of advertiser and artist through the poster.

"We all know," he said, "that art and advertising go hand in hand. If it were not for the support of advertising, many a struggling young artist, or genius tomorrow perhaps, would have to go back to his bench or his bookkeeping.

"For posters—the silhouette.

Where Turnover is a "Habit"



MR. C. W. BROOKE, Brooke, Smith & French, Advertising Agents, Detroit, Mich.



MR. A. L. KOMMERS, Hardware Merchant, Antigo, Wis.

Mr. Brooke, your agency is interested in the hardware field—would you not like to meet a hardware man who says that turnover is one of his "bad habits" every year?

Mr. Kommers is well known in the hardware trade. Some years ago he had several state associations all agog when he told how he ran his business. Annual sales of \$41,000 and a stock turn of eleven times—this is Mr. Kommers' record a short time ago—in Antigo, Wisconsin, a town of \$000 population.

town of 8,000 population.

"To buy carefully and to crowd the selling from morning until night" is Mr. Kommers' motto. Nothing is too small—or too large—for him to do. Youngsters are his specialty. Every kid in Antigo knows his store and the oil can and "bike" pump that are always handy near his front door. Every one of them is also a present or a future customer.

Mr. Kommers has been a paid subscriber to Hardware Age for a good many years. He represents the kind of merchants that naturally would read Hardware Age, the kind that do read Hardware Age, the kind that manufacturers find profitable as salesmen of their goods. There are 6,353 different towns and cities in the country where hardware men of Mr. Kommers' type call Hardware Age their "business bible."

HARDWARE AGE

239 West 39 th Street

New York City

MEMBER A.B.C. and A.B.P.

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nouette,

the bold stroke of the brush expressing a volume of thought with the necessary lack of detail, are gifts which few artists have naturally. For this reason, poster users have had to seek out and develop artists for their own use, who have this latent ability.

"More and more thought and money are being given to securing the best paintings and subjects for posters. We have even purchased paintings from artists where the subject has been well handled and the idea good, without the slightest idea of what copy we would apply to them-and have never found that we could not devise copy to fit them perfectly.

"Poster advertising has made great strides in the last half-dozen years. With the improvement in art and effectiveness and the greater care given in the selection of location and physical appearance of the boards, I believe it is safe to predict that posters will make even greater strides in the near future."

To the good ladies interested in the National Committee for Restriction of Outdoor Advertis-ing, we say: "Consider all of these points, and then remember that there is not an advertiser of any consequence who will not give heed to a complaint concerning an outdoor advertisement that interferes with scenic beauty, if that complaint specifies the exact location of the sign and explains how the landscape is marred by ats presence."

For all of this highly organ-ized and highly ramified organigations are not necessary. Orsomeone must pay in hard cash, is

not necessary.

There is no doubt at all that the distinguished women who are engaged in the propaganda against outdoor advertising be-Heve themselves to be engaged in highly meritorious and publicspirited crusade. We are glad to have their assurance that they are not opposed to advertising in all of its forms but only against its occasional abuses. We trust that in their continued agitation they

will be careful to make that point very, very clear .- [Ed. PRINTERS'

An Advertiser's Viewpoint

WAITT & BOND, INC.
NEWARK, N. J., May 2, 1924.
Editor of PRINTERS' INK:
We have all read with much interest

We have all read with much interest the three articles on Outdoor Advertising in PRINTERS' INK of April 24. The article, "How Outdoor Advertising Can Be Part of the Natural Landscape," was especially interesting and helpful. Your editorial, "What's All the Shooting About?" was extremely pertinent. We have received further communications from Mrs. Lawton, Chairman of the National Committee for Restriction of Outdoor Advertising, complaining of alleged misrepresentation in your issue of April 17. We think PRINTERS' INK's attitude on the subject has been extremely fair and has helped to clear away the confusion. away the confusion,

WAITT & BOND, INC., MARCUS CONLAN, Advertising Manager.

Outdoor Advertising Should Sell Itself

WHYTE FEED MILLS
PINE BLUFF, ARK., April 30, 1924.
Editor of PRINTERS' INK:
I have been noticing the articles in
PRINTERS' INK in reference to the controversy over outdoor advertising. There are a lot of good arguments in your periodical on the pro side, but it has made me wonder what outdoor advertising is doing toward getting these arguments before the cons. The public arguments before the cons. The public at large, and particularly the Associated Women's Clubs, are not reading Print-ERS' INK.

Don't you think that outdoor advertising may be a little at fault for not having sold itself to the general public? WHYTE FRED MILLS, J. R. ROUX.

F. B. White Appointed by The Continental Co.

The Continental Company, Spring-field, Ohio, has appointed Frank B. White, Chicago Agricultural Advertisers' Service, as its sales and advertising counselor. The Continental Company manufactures the Harve Stabilizer and the Continental Lawn Trimmer. Direct mail, newspapers, magazines, trade pa-pers and farm papers will be used for these accounts.

American Chicle Profits

The American Chicle Company, Long Island City, N. Y., manufacturer of Chiclets, Black Jack and Adams Pepsin chewing gums, reports net profits of \$203,462, for the first quarter of 1924, after all expenses and reserve for depreciation and interest, but before deduction for Federal taxes. This compares with a net profit of \$104,089, in the first three months of last year.

How they Use PRINTERS' INK - Weekly and Monthly ~

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Long er of Pepsin ts of 1924, or decom-39, in

O.W. Richardson & Co.

"We are now taking three copies of PRINTERS' INK which are mailed as follows:

L. S. Tiffany, President, 7140 Euclid

J. W. Lane, Adv. Mgr., Riverside, Ill. A. H. Henke, Asst. Adv. Mgr., 3509 Evergreen Ave., Chicago.

"We are taking only one copy of PRINTERS' INK MONTHLY which also goes to the writer. This MONTHLY I pass around to the others if there are any special articles in it which I think would interest them.

"All of us obtain ideas and inspiration from the various articles. Many of them I read merely for general knowledge as I prefer to read such articles rather than a novel."

L'Dypany

Traub Manufacturing Company

"The PRINTERS' INK Publications are two of the most interesting publications that come to my attention.

"They contain many splendid ideas on selling, advertising and merchandising, which are always of interest to me.

"After reading, I check articles and pass them to the other executives."

6.6. Dross

President.

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THE SCOTT & FETZER COMPANY

Sweeten Sweeten

"Two copies of PRINTERS' INK and PRINTERS' INK MONTHLY are received in our office and both Mr. Fetzer and myself take a great deal of interest in reading them.

"While we are of course interested in the editorial articles, we are especially interested in the advertisements, as we can nearly always get a new sales idea from them. Our business is like most businesses, about 90% sales and 10% manufacturing. If we think certain articles or advertisements would be of interest to our Sales Department, they are marked and read by Mr. R. C. Marandeau, our Director of Sales, and Mr. Ralph H. Jones, Assistant Sales Manager, as well as others in the Sales Department."

THE SCOTT & FETZER COMPANY

G. H. Scott

MULTIBESTOS COMPANY

"PRINTERS' INK and PRINTERS' INK MONTHLY are carefully read by executives and department heads in our organization.

"Your issues are scheduled by the secretary of our Sales Manager to individuals who have signified a wish to read the articles appearing in your publications.

"For myself, I can say that they are both highly interesting and instructive, and I do know that other members of our company make use of them to good advantage."

HULTIBESTOS CONTANT.

The pompeian (o.

"Each copy of the PRINTERS' INK Publications is marked for at least two of our executives. When one has finished reading an issue it is passed on to the next man. One copy is marked for our permanent files after it has been read by one of our men.

"In addition to this, each one takes it upon himself to call to the particular attention of others any articles of special value to them."

The Pompeian Mfg. Company

allapente

Secretary

H · J · HEINZ COMPANY

"Two copies of PRINTERS' INK MONTHLY are received here. One copy goes to the head of the General Sales Department, and the other copy to the head

of the Advertising Department.

"Five copies of the Weekly are received. One copy goes to the General Sales Department, one copy to the President's office, and three copies come to the Advertising Department—one of these to the head of the Department, and the other two are circulated among members of the department and also among members of the organization generally if any particular article appears which we think will be of interest to them."

H. J. Heinz Company.



Phillips & Clark Stove Company, Inc. individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:

NAME	TITLE	WEEKLY	MONTHLY
H. M. Miller	Vice-President and General Manager	Yes	Yes
S. S. Smith	Treasurer and Director of Sales		44
A. Ginrich	Assistant Sales Manager	66	

Information furnished by Phillips and Clark Stove Company, Inc.

Coming Changes in Retail Distribution

A Forecast Made in an Address Before Twelfth Annual Meeting of the Chamber of Commerce of the United States at Cleveland

By Edward A. Filene

President, Wm. Filene's Sons Company

OMPETITION in production has developed to such a degree that the producers are being forced to pay increasing attention to the cost of distribution, for producers realize more definitely now that the most successful producer will hereafter be the one whose goods reach the consumer at the lowest retail price, quality considered. The average commodity doubles in price between producing cost and retail selling price to the ultimate consumer, and in some cases, including some farm This conproducts, ever trebles. dition, contentedly tolerated for many years, became a point of attack. It then became better understood that, just as in the case of production, efficiency in dis-tribution lies in the direction of mass operation-mass selling.

Although the department store was the first retail distributor buying in sufficient quantities to be able to dispense to an important degree with middlemen, yet the next really great step forward toward mass distribution is to be found in the chain stores.

Although the chain stores are an improvement and are fairly close to mass distribution, they are not yet fully grown or fully effec-

Yet the basic advantages which the chain stores possess are so great that they have made astounding strides.

Dr. Paul H. Nystrom, director of the Retail Research Association, reported a few years ago that there were at that time over 2,000 chain store systems in existence in this country. The number today is probably very much greater.

The chain store is very rapidly encroaching on the field of the individual small stores dealing in staple goods. It may supplant them if they do not fully reorganize. All of us are old enough to remember when tobacco was sold almost wholly in independent stores. It is difficult to find an independent tobacco store today. The grocery business is another example that needs no elaboration. Chain grocery stores are everywhere and still multiplying.

The individual small store is worth saving, for it has qualities valuable to good distribution and valuable to society. Years ago I pointed out that small stores were threatened, and suggested that they weld themselves into chains, in which each "local manager" or "branch manager" would be the owner retaining his full interest in the profits of his store. In this way he would add to the advantages of the chain all the advantage of individual ownership. It would be harder now than it would have been then, but by no means too difficult.

The department store, too, is threatened. However, the competition between the chain stores and the department stores is as yet small, as the largest and most powerful chains are not in the lines that are most important to the department stores. Therefore there is still time for the department store to anticipate the peak of the competition of the chain store and take the lead.

The greatest success of the department store, and, in my opinion, the only way in which the department store can successfully meet the changes now clearly indicated and maintain itself against the rise of the chain stores lies in adding to its own strength the advantages of the chain store; in a word, in organizing itself into chains. Just as the department

The Judger Machine Company

MACHINERY AND LABOR SAVING DEVICES

GABLE ADDRESS

#16ABLITLE

CODE UNED

ASLESSE (In the consequence)

##877540 consequence)

Columbus.Ohio

Feb. 7, 1924.

The Baltimore Bhamel & Howelty Co., Baltimore, Md.

Gentlemen:

We have just received a large shipment of Rhamel signs made by you for use on Jasger Misers, and we desire to extend to you our thanks and appreciation for the complete and personal manner in which you have again taken care of

It may be well to recall to you the fact that you have been making Enamel Signs for us several years, with the result that we feel Jasger Mixers are better advartised and better known on scount of the fact they are equipped with an enameled sign meant of the that they are equipped with ing, instead of being equipped with the less enduring signs we formerly used made by another Company.

Yours truly,

THE JAMGER MACHINE COMPANY.

WBS/E

of gardingler



To Machinery Manufacturers:

Every piece of equipment is its own best advertisement—if it carries a readable, permanent, porcelain enamel sign. Are you over-looking this valuable form of advertising? Write for facts. NEW YORK OFFICE

> 200 FIFTH AVENUE

GRAMMERCY 6633



1896

BALTIMORE ENAMEL

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he deopinch the ssfully rly inagainst lies in th the e; in a f into store outdid the individual small store, so for the self-same reasons the department store chain will overshadow the present chains.

The coming successful department store chain will be an aggregation of department stores under one ownership, of which the similar departments of all the stores will themselves constitute a chain within the main group. For example, all the shoe departments will be operated as a chain of shoe stores, in charge of a merchandise man who in ability and experience, will be equal to the merchandise manager of a separate chain of

shoe stores.

Out of such an organization should come true mass buying buying on an adequate scale the output of a mass production. When we get real mass buying the concentration of a single manufacturer's business in just a few very large retail organizationspossibly even wholly in one-and on standardized goods-will enable him to make up what the retailer wants made up, will agree to buy, and has scientifically determined that he can re-sell to his customers. The manufacturer will need no salesman. The manufacturer and retailer will be able to co-operate and plan together to diminish the irregularity of production-the costly succession of alternate "rush season" and "dull The well-known policy season." of the "even load" will save huge sums in the cost of the product.

Under good production and good distribution—which means under mass production and mass distribution-high standards of wages will be maintained, for it will be most profitable to the producer, as Ford has shown, that the reduction in price should come out of the elimination of middlemen and the present wastefulness of pro-duction and distribution-not out of wages and salaries; that is, that it will be most profitable to pre-serve the buying power of the masses. This will, in turn, insure much greater content among the masses of our people and a very great certainty of the disappearance of danger to our distribution from communism or irresponsible radicalism; for our people will have real freedom-not merely freedom to exercise a voice in government, but at last a truer economic freedom.

Suggests Advance Notice on C. O. D. Parcels

A suggestion that companies shipping parcel post C. O. D. to customers may find it of advantage to notify the addressee of the shipment, is made in a recent bulletin of the Direct Mail Advertising Association.

Mail carriers, it is pointed out, are not required to make change, and city carriers in the United States are required to make only one attempt at delivery of C. O. D. mail. When notified in advance, customers may an-

delivery of C. O. D. mail. When intified in advance, customers may anticipate receipt of packages and have
exact amounts of C. O. D. charges
ready when carriers make deliveries.
One mail-order house, it is said, is
spending over \$100,000 a year to send
this advance information to its customers

and considers that more than that amount will be saved in satisfied cus-tomers and in the number of parcels

returned.

Secures Name and Style Tie-Up with Trade-Mark

The Richmond Hosiery Mills, Rossville, Ga., Arrowhead hosiery, have made application for registration of the word "Arrow-Heel." This trade-mark is used to cover its pointed heel, which is also made by most other mills. In the case of the Arrowhead product, the name "Arrow-Heel" is a logical tie-up of the trade name and the current style.

Has United States Knitting Account

The United States Knitting Mills, Inc., Reading, Pa., has placed its advertising account with the Harold Fine-

The account of Weiler & Pendleton, Reading, selling agents for hosiery mills, has also been placed with this

Rubberset Shaving Brush Account for Hanser Agency

The Rubberset Company, Newark, N. J., manufacturer of Rubberset shaving brushes, has appointed The Hanser Advertising Agency, Inc., New York, to direct all of its advertising. This agency also is directing the advertising of the Albright tooth-brush, another Rubberset product. product.

B. F. Provandie has become vice-president of the Leslie-Judge Company, New York, and advertising director of Judge. Previously he had been adver-tising director of Life and a director of the Life Publishing Company.





Yield

to the selfish interest of your own greater happiness in dealing with us. Hearken to your good judgment that prompts you to try us. Reflect on the significance of our marvelous growth. It is not the result of accident. It is the result of consistent giving of a superior satisfaction. Send that job in today.

LU-WIL-KO

Ad-Setting . Printing

725 So. La Salle St., Chicago

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Vacation Days Ahead

and to boys that means camping; bicycle trips; Boy Scout hikes; swimming; athletic sports of all kinds; a chance to earn money for that radio outfit; the hundred and one things each of our 400,000 boys will want to crowd into vacation time.

Think of the supplies and equipment that will be required; the interest these boys will create in 400,000 homes to make vacation plans go through!

Because THE BOYS' WORLD is so popular with these 12 to 16 year old boys it will effectively serve you in resultfully reaching the immense market the Boy-field provides.

THE BOYS' WORLD

THE BOYS' NATIONAL WEEKLY

David C. Cook Publishing Company, Elgin, Illinois WESLEY R. FARMILOR, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York Ronald C. Campbell, 35 W. Madison St., Chicago Sam Dennia, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

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A Real Service Has Been Rendered

THE BETTER BUSINESS BUREAU OF
NEW YORK CITY
NEW YORK, April 30, 1924.
Editor of PRINTERS' INK:
You have rendered a distinct service

You have rendered a distinct service by pointing out to readers of PRINTERS!
INK in Roy Dickinson's interesting article in the May I issue, the impairment of purchasing power in the market due to the flotation of spurious and misrepresented securities.
Every day, actual instances of this kind come to the attention of the Better Business Bureaus throughout the coun-

Business Bureaus throughout the country. At New York we have come in contact with scores of people who have had not only to deny themselves the purchase of luxuries but also of necesticism in order to meet their loss brought.

purchase of luxuries but also of neces-sities in order to meet their loss brought about by stock swindlers. Many of these people have been forced to sacri-fice property or other possessions. There are three outstanding perils which menace savers and inexperiencesi investors: 1. The first is the peril of money loss to the citizen who can ill afford to lose. 2. The second is the peril of suspicion and lost confidence created by a misunderstanding of in-vesting and by experiences with unperil of suspicion and lost confidence created by a misunderstanding of investing and by experiences with unscrupulous operators. 3. The third is the peril of prejudice and destructive radicalism inculcated by irresponsible salesmen who, to distribute their insecure securities, spread false information about banks, banking and the general subject of finance.

The advertising world through the movement which Painters' Inx inaugurated twelve of fourteen years ago, has set up "Before You Invest. Investigate" machinery in the form of Better Business Bureau organizations,

Investigate" machinery in the form of Better Business Bureau organizations, linked together nationally by the National Vigilance Committee, which always has co-operated, and will continue to do so, with firms in all branches of legitimate business, for the protection of the consumer against traud or against ignorant practices bearing results similar to fraul

fraud or against ignorant practices bearing results similar to fraud.

PRINTERS' INK will render still-greater service to the Truth in Advertising movement if it can help to develop, to a yet greater state of efficiency, the co-ordination of effort by all branches of business to protect the earnings and the confidence of millions of earners who are logical purchasers of sound, income-producing securities.

THE BETTER BUSINESS BUREAU OF NEW YORK CITY H. J. KENNER.

A Call for Strenuous Activity

A Call for Strenuous Activity
International Shog Company
St. Louis, Mo., April 30, 1924.
Editor of Printers' Ink:
I have read the article. "The Blue-Sky
Promoter Is Stealing Your Sales!" in
Printers' Ink of last week and agree
very strongly with your position in
reference to the sales that are made of
worthless stock, largely to people of
small means, and with little or no experience in investments.

I have for years said that there should be some strenuous method taken should be some strenuous metnou taken to prohibit the sale of worthless stocks. This will apply equally to many bonds that are put out—and, sad to relate, there are many reputable financial concerns who are putting out issues that are almost as bad as wild-cat stocks and bonds that are offered through irre-cartilly arguments, which have come

bonds that are offered through irresponsible promoters, which have come under my observation several times—statements that have been prepared by very reputable brokerage or financial houses that are wholly misleading, if not absolutely untrue.

As you, no doubt, know many concerns that have never earned any money in normal times made phenomenal profits during the war, and their securities were offered based on these earnings, when it was well known by them that they never made any money up to that time, and have not made any money since. In my opinion, this is just as dishonest as selling wild-cat stocks by dishonest promoters. money up to that time, and nave nor made any money since. In my opinion, this is just as dishonest as selling wild-cat stocks by dishonest promoters. I personally feel that some responsibility should attach to concerns that put out an issue without giving all the facts. There is no reason why a man should be victimized by concealing facts which, if stated, stocks could not be sold. By picking out years of prosperity and ignoring those where lossess have occurred the public is deceived, and knowingly deceived by the dishonest promoter and many others of high standing in finances. The law should be made as strenuous as possible, and there should be a severe penalty attached to the sale of worthless securities, and no one should be allowed to issue or sell these securities until they had been licensed by the State in which they are to be sold. I do not believe it will ever be handled in the right way until the national Government takes a hand in licensing the sale of stocks and bonds. The Better Business Bureau has done some fine work here. Our company has always contributed to its support, and I know of many cases where they have stopped the sale of worthless securities before the public has been milked of its money.

Mr. Dickinson's article is one that I should wish to have as broad circulation as possible, because I feel very strongly on this subject.

Hits the Nail on the Head

Hits the Nail on the Head

REMICK, HORGES & Co.

NEW YORK, April 28, 1924.

Editor of PRINTRAS' IRN:

You have hit the nail on the head very clearly and effectively. The next to the last paragraph in the article appeals to me very strongly.

It is a problem in which every business man has a very tangible and immediate interest. Oftentimes the Investment Bankers are told that it is their problem. Except, however, for the criticism which they receive, it really does not affect them any more than it does the merchant or manufacturer.

The only way in which the fraudulent security promoter and bucket shop dealer will ever be driven out of busineas is by education, continuous and persistent and widespread, through every line of industry, as you have suggested in your article, and also in suggested in your article, and also in this State in another way which you have not brought out—that is by the bringing to the attention of the At-torney General, by the business men, of every case of a suspicious character. If the business man hesitates to go to the Attorney General let him go to the Better Business Bureau in the City of New York and they will take the matter up with the Attorney General. We have in this State what I believe to be the best law which exists anywhere in the United States, and is commonly known as the Martin Fraud Law. The best proof of this statement is the results which Attorney General Sherman has been obtaining during the last twelve months.

With the educational work such as you have so splendidly outlined in your article and with the punitive work possible through the office of the Attorney General, New York can be made a field so expensive and dangerous for the crook to operate in that he will soon find it is to his advantage to operate in other territory less protected, and in that way the merchants and manufacturers and the bankers will reap a handsome profit now lost to them and our citizens will save instead of squander their resources.

REMICK, HODGES & Co. GEORGE W. HODGES.

Puts the Fraudulent Security Situation in a New Light

INVESTMENT BANKERS ASSOCIATION OF

ANNERS ASSOCIATION OF AMERICA
NEW YORK, April 28, 1924.

Editor of PRINTERS' INK:
"The Blue-Sky Promoter Is Stealing Your Sales!" puts the fraudulent security situation in a new and interesting light. Heretofore we have talked a great deal about the fact, that seches. ight. Heretotore we have talked a great deal about the fact that perhaps a billion dollars a year was lost by foolish and avaricious people in fraudulent securities. We have not stopped to think however that when people, owing to the fact that they want to get

owing to the fact that they want to get rich quick, sink some money in a fake scheme that the money so sunk is lost to legitimate channels of trade, not only investment channels but all channels. Some forty odd states in the Union have blue-sky laws that were designed with the best intentions in the world to protect the innocent investor. What we need are stringent fraud laws that will put the vendor of fraudulent securities in jail. That is really the way to cure the evil.

ties in jail. That is really the way to cure the evil.

In New York State we have the Martin Fraud Act and Attorney General Sherman, during the past year, has attained excellent results. I hope other States will follow the example of New York and space fraud and provided the state of the st York and enact fraud or criminal measures with real teeth in them. The Investment Bankers Association, through its sixteen different groups is doing everything in its power to stop the sale

of fraudulent securities. It is a great satisfaction to us to have PRINTERS' INK help me

INVESTMENT BANKERS ASSOCIATION OF

AMERICA JOHN W. PRENTISS, President.

Confidence in Sales Is Vital

LEE, DONNELLY & CURREN NEW YORK, May 2, 1924. Editor of PRINTERS' INK:

I have read with much interest Roy Dickinson's article "The Blue Sky Promoter Is Stealing Your Sales!"

It touches the very crux of the reason for the truth in advertising movement. Confidence is everything in sales, and this is particularly true where advertising is employed.

The truth in advertising movement was begun by your publication to safe-guard confidence in the printed word.

You are absolutely right in assuming that the territory through which the Blue-Sky Promoter has passed is a devastated area from the standpoint of any future legitimate advertising. It goes further than that, for that territory becomes devoid of confidence in business itself.

The man who, because he is not an advertiser, sits back and smugly thinks he is not injured, merely fools himself; it hurts us all, not even missing the consumer.

I congratulate you. LEE, DONNELLY & CURREN RICHARD H. LEE.

From the Advertising Agents' Standpoint

AMERICAN ASSOCIATION OF ADVERTISING

AGENCIES
NEW YORK, April 30, 1924.
Editor of PRINTERS' INK:
Dickinson's ten rules for stopping
the blue-sky swindler are in my opinion entirely sufficient for the purpose.

Your rule No. 2 alone would save the average victim if that rule could be clearly got into the victim's mind in time.

It is the desire for big and quick returns in the mind of the inexperi-

returns in the mind of the inexperi-enced person who has some money to invest that opens widest the door to the blue-sky salesman. You have covered the ground suf-ficiently in laying the premises for a campaign that will achieve the desired result, if it is broad, intensive and sustained.

Such a campaign should be perfected with care to avoid discouraging inex-perienced people from investment in all forms of securities

forms of securities.

Investment in oil stock, for instance, is generally condemned. If no further investment is made in oil enterprises there will be no more oil development. That would be an incalculable calamity. There are plenty of good oil securities, but no one appears to be actively engaged in selling them.

This suggests that good Scurities should be presented to the market with proper and abundant sales effort.

It seems to be easy for the victim

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FOR WORLD RADIO NEWS

Christian Science Monitor

Full Page of Radio News and Features
Every Day—Latest Developments in
All Countries of the World Fully
Covered—Advance Announcements of
Important Program Events

As the Monitor covers each day the important radio news from all quarters of the globe, the advertising columns of this International Newspaper offer to radio manufacturers and dealers a world-wide representation unsurpassed by any other daily publication.

For articles which can be marketed by mail, the Monitor has proved itself an unusually productive medium. Manufacturers of radio products and specialties, who desire mail orders, will reach through the Monitor an interested and responsive group of readers.

The Christian Science Monitor

An International Daily Newspaper

BACK BAY STATION, BOSTON, MASS.

Branch Advertising Offices

New York Office Cleveland Office Chicago Office Detroit Office San Francisco Office Los Angeles Office Seattle Office London Office 270 Madison Avenue
1658 Union Trust Building
1658 McCormick Building
455 Book Building
502-A Commerce Building
760 Market Street
Van Nuys Building
763 Empire Building
2, Adelphi Terrace, W. C. 2

type of people to buy poor securities. It seems to be difficult for people of this sort to buy good securities.

PRINTERS' INK recently published a report of an address by Mr. John W. Prentiss, President of the Investment Bankers Association, in which he indicated his desire for a thorough study of the situation by the investment bankers, begins in mind that a larger and having in mind that a larger and better use of advertising by these banking firms would do much to remedy the underlying faults.

The American Association of Adver-

tising Agencies is preparing to co-operate with Mr. Prentiss' organization in plans for research and study of

Your idea of translating these investment losses into commodity sales should have the effect of attracting the co-operation of all business interests in a study of the conditions as Mr. Prentiss has proposed.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

JAMES O'SHAUGHNESSY, Executive Secretary.

For the Good of Advertising

NATIONAL VIGILANCE COMMITTEE

NEW YORK, May 2, 1924.

Editor of PRINTESS' INK:

It seems to me that the article entitled "The Blue-Sky" Promoter Is

Stealing Your Sales" points out from
the standpoint of tangible loss in the
cash drawer, the practices to which the
promoter resorts. and in which paid promoter resorts, and in which paid advertising in all of its forms plays a prominent part

It is one thing to believe from a moral standpoint in Truth-in-Advertising and integrity in business, but it is quite another to find that in addition to the moral aspect there are losses in the sales column and business confidence generally, which money alone can never

As director of the National Vigilance Committee, I want to take this opportunity to say again that the Truth-in-Advertising organizations throughout the United States keenly appreciate the con-Ontreal States keenly appreciate the consistent, constructive interest which PRINTERS' INK has, since the very beginning of advertising protection, afforded those forces in the profession which are, without profit to themselves and in the interests of all legitimate advantages. vertising and business, attempting to protect the printed word, and to prevent the appalling losses which your article so concretely sets forth.

NATIONAL VIGILANCE COMMITTEE

KENNETH BARNARD. Director.

Samuel Gompers Speaks for Labor

AMERICAN FEDERATION OF LABOR WASHINGTON, D. C., April 28, 1924.

Editor of PRINTERS' INK:

I have read with care and deep interest Roy Dickinson's article on Blue-Sky Promotion and I agree most

heartily with his condemnation. For your information, let me say that the American Federation of Labor in its conventions has condemned Blue-Sky Promotion practices generally in the most vigorous terms. We realize that wage earners are constantly the victims of promotors of various types and that each year thousands of them are swindled out of many hard earned dollars.

Labor welcomes every effort that tends to raise the ethical standards of that business, and to make the way of the business, and to make the way of the transgressor more difficult. We be-lieve that much more can be accom-plished in this direction by the busi-ness world itself than by the enactment of laws although there must be law and of laws atmough there must be law enforcement to punish those guilty of crime. The great service that can be rendered by busi-ness organizations is the prevention of fraud whereas the law can step in only

raud whereas the law can step in only after fraud has been committed. Labor is entirely in agreement with you in urging the investment of sav-ings either in sound proven enterprises or in commodities for the use or en-joyment of those who have money to spare for those purposes. Let me con-gratulate you upon the soundness of the argument and your presentation of

facts.

AMERICAN FEDERATION OF LABOR SAMUEL GOMPERS. President.

H. H. Doering with "Motor" Harry H. Doering has been appointed manager of the Detroit office for Motor, New York. He has been connected with the automotive industry since 1909, having been with the Ohio Electric Company, the Baker R & L Company, Cleveland, and until recently was with the Rauch & Lang Company, Chicopee Falls, Mass., as general sales and advertising manager. and advertising manager.

Raymond Watts, Advertising Manager, Box Association

Raymond Watts, formerly with the Portland Universal Cement Association and also at one time with Traffic World, has been appointed advertising manager of the National Association of Box Manufacturers, Chicago.

R. D. Logan, Sales Manager, Samoline Corporation

R. D. Logan, formerly sales manager of the Frank Miller Company, Brooklyn, N. Y., has been appointed to act in the same capacity for the Samoline Corporation, Chicago manufacturer of cleaning compounds.

New Account for Glaser & Marks

Glaser & Marks, Inc., Boston adver-tising agency, has been appointed to di-rect the advertising of the Wachusett Shirt Company, Leominster, Mass.

What Is "Class" Circulation?

AFEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

Tower Building Chicago 108-114 Wooster Street New York

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¶ This represents the amount 36,517 of our 95,000 subscribers have paid for Radio Equipment—an average of \$181.00 each.

There are still nearly 60,000 potential buyers of expensive Radio Equipment in this intensive field.

¶ 85% of our subscribers own their homes.

¶ 96% of them are married and have a total of more than 180,000 children—some shoes!!!

ROTARIAN

The Magazine of Service

CHICAGO

Member Audit Bureau of Circulations

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago Eastern Representatives: Constantine & Jackson, 7 West 16th St., New York Mid-West Representatives: Lorenzen & Thompson, Inc., 122 South Michigan Boulevard, Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba and other countries to which minimum postal rates apply; \$1.75 in Canada; \$3 in all other countries

Published Monthly by Rotary International

Making Capital of Disaster

After an Epidemic of Fires in Houston, Tex., Electrical Con-tractors Banded in an Association of That City Suddenly See Way to Advertise the Service Performed by Electrical Contractor

I T took disaster to give the elec-trical contractors of Houston, Texas, opportunity to state their case through advertising. During the first four months of the year, a series of fires took a toll of some twenty persons, along with a property loss of millions.

City officials resorted to surveys and inspections of many sorts in an effort to check the epidemic of fires. For the electrical inspection, the electrical firms were asked to advise and

assist.

For a period of almost a year, the licensed and bonded electrical contractors of the city had an organization. Among themselves they had been seeking some means of gaining business on merit. But they could find no appeal in their case. They knew that electrical wiring should be done by concerns equipped and competent to fulfill the codes regardless of the eye of the city inspector. But the code made dry reading when taken before the home builder and home owner.

But put in the terms of the fire hazard, it made different reading. So the advertising campaign of the Houston Electrical Contractors Association was started. The first of it was a half-page in the Sunday papers of April 20, under the topic of "Checkmate the Fire Hazard When You Can.

It was an appeal to the home builder to make sure of his electrical work, but it was stated in terms of the fire hazard. It gave a paragraph to the duty of protection against fire. Then it followed with an admission that it is impossible for the city inspectors to check each detail of every job while it is being completed.

The home builder was told in this advertising copy that he must "know that every wiring job is performed by an electrical contractor who can be depended upon to turn over a job that is correctly completed."

The road to that knowledge, of course, was presented by trusting electrical work to responsible contractors, or members of the asso-

ciation.

Even home repair jobs of a trivial nature are to have the benefit of advertising. Shortly after the first advertisement was run, a Houston home owner was electrocuted while attempting to make what seemed like a minor repair job at his home.

MAKING PLAIN THE PERILS OF **IGNORANCE**

While the incident was not mentioned, another advertisement followed, in which the danger of making home repairs was stressed. It was pointed out that ignorance of wiring and electric current can result in death, when the only possible saving is a few dollars for repairs. This advertisement also had its fire prevention message. Inspection of the electrical installations following the Houston fires resulted in establishing defective wiring as the cause in only one instance. In that case, a coin had been inserted for a burned fuse. So it was pointed out in the advertisement that repairs as well as the original installation should be trusted to a responsible concern.

There is no fixed schedule for the advertising of the association. Events will determine this in part. But the purpose is to prepare copy that will have a vital appeal to the home builder and the home owner. Association members class themselves as desiring to give more than city and national codes require. But they have not had desired results in advertising that fact, when using it as a

theme.

But stated in terms of the saving of life and property, it becomes a message with an appeal that will be read.

t, Chicago New York

countries

"Out to Lunch"

(Continued from page 6)
was never taken up!). Not a
chance in the world for Mr.
Junior to get a free lesson in fire

insurance!

Fully three-quarters of Harold Powell's work must have been done in conference, and when he later went to Washington, working under Herbert Hoover on the Food Administration, practically his whole day was spent sitting in the conference room, each morning with a strange gathering of business men, often suspicious of food conservation or hostile toward each other, settling knotty war problems by holding everybody strictly to the discussion. It is astonishing how quickly men can settle a definite problem if they are not allowed to talk about anything else!

And as in conferences, so at lunch. Work often stops before twelve "to get a table," or there is a fifteen-minute wait at the restaurant or club for a tardy guest. Half an hour is none too liberal an allowance of time between desk and table, another thirty to forty minutes for lunch itself, then the discussion of business mingled with personal affairs, and the lingering while the fellows who have lunched alone are slipping away, until finally, when the hovering waiter wakes you up to the deserted dining-room and the clock—Hello! it's past two, and very often near three.

Lunch in the business day is a great deal like breakfast in Germany-or breakfast in Germany as it used to be. The German business man and his employee rose early-commonly about six. All set for a fourteen-hour day. Living near his place of business, he was at the office ahead of the lark, after a cup of coffee at home, but just when he had begun to get up steam, it was necessary to stop for a bread-andbutter snack, or breakfast. Then back to work until steam began to rise again, and once more a "pause" for a snack. About

noon came his "gabelfruhstuck," or "fork breakfast," so-called probably to indicate that when he used a fork he had begun the serious eating operations of the day. After fork-breakfast usually came a nap, and afterward, on such steam as he could generate, Fritz plodded along until seven in the evening, when he called it a day and went home. None of the short sharp spurts of the American business day for Fritz!

A generation ago American business was something like this, minus the German half-dozen meals daily. Cities were small enough to permit going home for mid-day dinner. There were no telephones, typewriters, accounting machines, skyscrapers or corporations. Office business was incidental to personal transactions, usually attended to by an old-fashioned bookkeeper sitting on a high stool at a sloping desk. There were no advertising managers, sales directors, market research experts, efficiency engineers.

BUSINESS IS A SERIOUS UNDER-TAKING

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But today, business is concentrated in transactions that pass over specialists' desks. The modest factory on the outskirts of Philadelphia, which thirty or forty years ago was still managed by the founder in person, helped perhaps by his boys, is today a branch factory belonging to a great manufacturing corporation, and the management is located at 25 Broadway or 30 Church Street. Over a single desk of a subordinate executive passes as much business in one week as the founder used to do in a year. It is mostly in the form of correspondence, reports, plans and problems, sandwiched in with interviews, con-ferences and lunches. A halfmillion dollar a year business was something to marvel at in the founder's day, where now the purchasing agent often closes a deal of several times as much over the long distance telephone. getting a quotation from Chicago. calling directors in Philadelphia.

ADVERTISING

Saving Money in Selling

THE items of selling expense are of a variable nature. It is difficult to forecast accurately what proportion the sum of salaries, traveling expenses and organization overhead will bear to sales.

price of each unit of sale.

Advertising, on the Thus national conother hand, may be sumer advertising, planned as a fixed consistently carried cost, provision for out, will frequently the return of which maintain and even inmay be made in the crease business when other selling methods are prohibitive in cost.

THE MOSS-CHASE CO., 425-27 Franklin St., Buffalo, N. Y.



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hicago. elphia. Miami and Greenwich for approval, and placing the order with six words and one letter.

What are they trying to get out of their key men—the boss who counts the hours, and the one who provides rest rooms? Not so very much, when you whittle it down to essentials. Just two things, the chief output of the higher salaried man:

Decisions and contacts.

To get decisions, this higher salaried fellow with a desk, a secretary and a say-so in the business, must boil down the day's work into essentials, permit no-body to frivol away his time in unnecessary conferences, keep his eye on his watch at lunch, and perhaps steal some of the fine working hours that come before nine o'clock, or after five, or on Saturday afternoons, holidays— even Sundays—when there is nobody around to interrupt. To get contacts, he must strike a fine balance between ready accessibility to the people who have a right to see him and the elimination of those who haven't, and by constantly going out of his way to see new people.

Really, our business day is evolving toward that of the

British business man.

There is nothing about New York that the inlander resents more than being stopped by "Information" with a request for his name and a statement about his business. At home, in the small corn belt city, or the country town, he is accustomed to walking right into the office of the man he wants to see, friend or stranger, and getting down to brass tacks. But in New York he strikes the heart of what the late Theodore Starrett used to call the "Mister "Information" not only demands his card, but it often happens that the man he wants to see asks him to make an appointment later. It is common experience for the New York office man to come back to his desk and find one or more cards of inland visitors who have hurried to his office as soon as they brushed the train dust off at the hotel, not

once in ten times giving him a preliminary ring on the telephone—in fact, the New York Telephone Company might tap an important new field of undeveloped business by urging greater use of the telephone among out-of-town visitors.

APPOINTMENTS THAT ARE VALUED

In London, the New Yorker finds the same thing intensified. Not only is all business done by appointment, but the time given to each appointment is strictly limited: "Sir Charles will be glad to see you Thursday afternoon from three o'clock until ten minutes after."

By his economy of time, the Londoner-who works so he can play instead of playing so he can work-finishes up a big day's work from ten until four, five days a week, and is off for the week-end Friday afternoon. In many cases, his business week is four days, as he may not return to the office until Tuesday morning. London takes the average Yankee's breath away the first time he goes there, even though he is accustomed to big transactions at home, for London does a concentrated business, often giving in twenty minutes a decision involving hundreds of thousands of pounds sterling half way round the globe. For business isn't brought to London, as a rule, until it has been massed and concentrated for the final decision.

Felix Isman recently told me something else about London that I had not learned on the ground that the London business man is just as economical of real estate as he is of time. Where the affairs of a big American corporation will be attended to by an office staff of several thousand people in an expensive New York office building, the same volume of British business will be handled in a modest London office by two or three of the principal officers and a secretarial staff of a half dozen people. London real estate is too valuable to waste on clerks and office equipment. All that machinery is located outside.

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the type of magazine small town people appreciate and enjoy, and our editors are giving it to them.

People's Popular Monthly

Des Moines, Iowa

Circulation 850,000

Carl C. Proper

Graham Stewart

Closing the Books Use the Date that Suits You Best

Habit is a wonderful saver of mental effort. But too close adherence to habit in business limits efficiency by shutting off initiative.

This is particularly true in the adherence to the habit of following a fixed date for closing the so-called "fiscal" year.

The best date for closing the books and preparing financial statements for the "fiscal" year is when business is in its most liquid condition-when bank loans and other liabilities are lowest, accounts receivable reduced, and, especially, when the inventory is at a minimum.

The logical date for closing your "fiscal" year is that time when your business is logically over for the twelve months-when stocks are lowest-when prices are normalwhen selling is not being forced-when you are not buying heavily-when profits can be most accurately determined-when your accounting department is not working nights, or your bank is not burdened with December 31st reports. In other words, close your books when proper time and attention can be given by your own organization, and when your public accountants can serve you best.

ERNST & ERNST

AUDITS - SYSTEMS

TAX SERVICE

NEW YORK BUFFALO ROCHESTER BOSTON PROVIDENCE PHILADELPHIA AKRON BALTIMORE

RICHMOND

CLEVELAND CINCINNATI TOLEDO COLUMBUS CANTON

DAYTON

LOUISVILLE

DETROIT ST. PAUL GRAND RAPIDS DAVENPORT KALAMAZOO PITTSBURGH ST. LOUIS YOUNGSTOWN WHEELING KANSAS CITY ERIE OMAHA CHICAGO MILWAUKEE MINNEAPOLIS DENVER

LOS ANGELES ATLANTA INDIANAPOLIS NEW ORLEANS DALLAS HOUSTON FORT WORTH SAN ANTONIO WACO SAN FRANCISCO

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TAX OFFICE: 910 TO 918 MUNSEY BLDG. WASHINGTON, D. C.

1924

just as the factory in this country is located outside, and for the same reasons of economy.

One relaxation the Londoner allows himself, and one only— but that is tea, a sacred British institution. Some years before the war an American with a widely advertised specialty went to London and opened an office to take care of British trade. hired a staff of London office workers. Coming in one afternoon at five o'clock, he was horrified to find them, all sitting around drinking tea and eating cake. They were discharged on the He didn't know that emspot. ployees in England are entitled to "notice," and it cost him several weeks salary, but he paid it to get outlet for his indignation. Drinking tea on his time! A new staff was hired, but the same thing happened, and a third lot of clerks and stenographers proved to be just as bad. Then he tried to hire Britishers who could get along without afternoon tea-and found that there was no such animal!

We are coming to something like the British system in the concentration of the business day to get decisions—results. But modified by an openness for contacts which is decidedly foreign to the Britisher, who seeks little adventure in acquaintance, preferring to stick to his established connections.

Think of two or three executives you know yourself, who have the business day well organized for decisions, and I'll wager that two out of these are also well organized for fresh contacts, because they go together.

I am thinking of one such fellow. He is in charge of a great research organization. He does no buying or selling, but apart from that his plant is a factory, because it manufactures scientific discoveries. More difficult to run than a factory, for its workers are mostly men of professional training, chosen for marked ability, frequently distinct talent, and in a few cases downright genius. There is a certain routine even to

Publishers Read this

Nowhere will you find better facilities for the making of large editions, books or printed matter.

Nowhere will you find large editions made better than by HADDON PRESS Craftsmen.

Nowhere will you find an executive personnel better qualified to give you complete service.

Exquisite typography, perfect plate making, the best Black and Color Printing.

Artistic bindings in cloth and leather.

Manufacturing facilities and equipment the equal of any, anywhere.

It will pay you to consider HADDON PRESS with its excellent shipping advantages, prompt deliveries and low operating costs.

A competent representative will call on request.



Where Federal crosses Nineteenth Street CAMDEN. NEW JERSEY

GIVE and you shall RECEIVE



When you employ goodwill advertising to secure business, or as a support to your lip or printed salesmen-it would be well to see that the article selected measures up to these three requisites:

Attractiveness Usefulness Permanency

Such a test has been applied to the goodwill advertising specialties illustrated and listed in our new envelope-size Catalog No. 30.

A request on your business sta-tionary will bring you a copy of our catalog by mail without charge or obligation. Write for it now.

E.H. Ferree Company Lockport, N. U.

We Tame the Lightning

Nothing is ever needed in such a hurry as a printing job. Most printing jobs descend like "a bolt from the blue." What others must turn away, we turn out!

THE NIGHT & DAY PRESS

175 Wooster Street Spring 9321-9322

scientific research, but it would never go far without personal encouragement and counsel. He told me the other day that he had not had a vacation in two years. His hours are taken up in conferences, interviews, trips through the laboratories and visits to his "customers" - corporation officers and directors who are putting up the money to finance his investi-gations, and who frequently have to be "sold" on what appears an expensive chase for the rainbow's tail. But call him up. The switchboard girl puts you right on his line, and he answers himself. People accustomed to reaching principals at second and third hand sometimes mistake him for his own secretary, but there he is, in half a minute, direct, cordial, eager to know if you are a new fellow who can tell him something interesting. Five days in the week he lunches at the same table with the same waiter, arriving at the same hour, and leaving promptly within five minutes of Four days a week, along with different men in his own organization, there will stranger who can tell him something worth while, in most cases somebody quite outside his own line of work, and often quite out-side science and business. He loves to hear a good salesman or production man tell how it's done. but has just as keen and boyish an interest in an author, an educator, a doctor or a politician.

I am thinking of another ex-pert at contacts. He is a big fel-low, too, the Ultimate It of a New York public service corporation with such responsibilities that I've often mentally pictured him as Mayor of the Big Town. An engineer, like Herbert Hoover, he has practically no knack at politiintrigue, but if somebody could eliminate the politics and just let him run the machinery of the city, there would soon be plenty of subways, schools and other municipal facilities that politics never provides in keeping with community growth. On his big mahogany desk there is seldom anything but a box of cigars.

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18 ad

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WOMEN

read the paper that carries the most store news. To women is directed the selling effort of the bulk of all advertising. In Syracuse, N. Y. the

Syracuse Herald

is not only the leader but is dominant in all forms of advertising appealing to women.

The 1923 lineage figures tell the complete story.

Department Stores

HERALD	POST-STANDARD	JOURNAL	TELEGRAM
(7 Days)	(7 Days)	(6 Days)	(7 Days)
1,558,655	947,142	1,210,265	9,170
Lines	Lines	Lines	Lines

Food

HERALD (7 Days)	POST-STANDARD	JOURNAL (6 Days)	TELEGRAM
593,047	305,305	461,370	134,456
Lines	Lines	Lines	Lines

Women's Wear

HERALD	POST-STANDARD	JOURNAL	TELEGRAM
(7 Days)	(7 Days)	(6 Days)	(7 Days)
833,357	316,281	622,216	267,722
Lines	Lines	Lines	Lines

Special Representatives

PRUDDEN, KING & PRUDDEN

270	Madison Avenue
	New York

Sharon Building San Francisco, California Globe Building Boston Steger Building Chicago

San Fernando Building Los Angeles, California

a tin of cigarettes and smoking He always seems to have time for a chat, and one characteristic illustrates his ability at contacts: Every afternoon, around five o'clock, department heads begin dropping into the Old Man's They come unannounced. office. light up, sit down and gab. Sometimes it is the ball game, again a show, or the political situation at Washington. Maybe Maybe Jim is building a house, and the talk swings on to that, with sug-gestions about lumber, brick, roofing, paint, sun-porches, contracts, mortgages. This is the time of day when the Old Man listens for squeaks and rattles in the human organization—if Jim is worried about his house it soon comes out, and the Old Man takes steps to see that Jim's psychology is changed before it spreads over his department.

Some years ago, after talking to an evening business class, a young man came to me for counsel:

"I work in a bank," he said.
"Beginning with the bookkeeper,

I got into a cage and was teller for eight years. I like banking. All its operations are interesting There's nothing I'd like to me. to do better than bank work. But it doesn't pay as well as many other lines of business. Thinking I could increase my salary, I took a general banking course, and before long was made new-accounts' man, my present job. This takes me around on the outside, and I've been quite successful in landing new business. Without any experience or instruction in selfing, I developed my own methods. You know, when bank solicitors are competing for accounts, they usually offer terms—a tempting rate of interest on the balance above a certain average, and so forth. But I sell service. bank is one of the branches in a big downtown institution. do business in a neighborhood where there are a great many manufacturers in seasonal lines of business. The downtown office has a statistical department that keeps pretty close track of



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92% Executive Readers

Executives who control the purchases in the Iron and Steel consuming and producing plants of the United States and Canada read IRON TRADE REVIEW every week for its Market news.

Iron Trade Review

is the weekly trade authority of the iron, steel and metalworking industries.

It completely covers the field, beginning with the mining of the ore and extending step by step through the transportation, assembling and converting of the raw materials in the furnaces and mills, the marketing of the products and finally through the fabrication processes by which they are transformed into finished products.

Invaluable market and technical information make IRON TRADE REVIEW emential to executives. Authority to buy is vested only with executives. Buying power is the acid test of circulation value. Readers of IRON TRADE REVIEW are executives—92% of them as follows:

Major Executives

3,970
2.534
3,131
2,546
3,935
3,906

20.022 - 20.022

Operating Executives

Works Managers	1,992
	2,778
Engineers	2,291
Foremen	1.348

8,409 - 8,409

Grand Total all executives

28,431

__ All other readers..... 2,553

These figures are based on the net paid circulation as of the Dec. 27, 1923 issue. They do not include advertisers and other copies, the total distribution being 10,600 copies.

Questionnaires answered by subscribers show that each copy of IRON TRADE REVIEW has 2.8 readers.

Penton Building, Cleveland, Ohio

MEMBER A Penton Publication MA

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Announcing **Our New Advertising Rate**

E FFECTIVE September 1, 1924, the advertising rate of NEW ENGLAND HOMESTEAD will be 50 cents an agate line, based on a minimum of 75,000 circulation.

This slight increase of 5c a line, the first since 1920, is made necessary by the steady and consistent circulation growth of the HOMESTEAD.

The average net paid circulation figures for the past 6 years are shown below, representing a normal and healthy development without forcing.

1918.....53,570 net paid 1921.....63.863 net paid 1919.....56,141 " 1922 66.382 1920 60,882 " 1923.....68,269 " April 19, 1924, issue 72,200

Bonafide advertising orders, with schedule dates of insertion, will be accepted between now and September 1st, to run for a period not exceeding one year at the present 45c a line rate.

NEW ENGLAND HOMESTEAD will continue to serve the agricultural interests of the six New England states through its recognized position as the dominating farm weekly of New England, in the same thorough and constructive manner as it has for the previous 67 years.



WARREN A. PRIEST, Advertising Monager PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass. Member
Audit Bureau of Circulations
New York: 456 Fourth Ave.
E. R. Williams

Member
Agricultural Publishers Association
CHIOAGO: 123 W. Madison St.
J. C. Billingslea Sr. Louis: Syndicate Trust Building. A. D. McKinney

business conditions. I interest prospective depositors in our bank by showing them how our statistical service will help them shape their plans for production several months ahead. If it wasn't for money, there's nothing I'd like to do better than this outside work. But I feel it's my duty to my family to earn more if I can."

"Why, you've got to the point

where you need contact," I said. "You understand banking, and have made a good beginning at salesmanship. Now you ought to get acquainted with other lines of business, and see where your training might fit in and open up better opportunities. A bank uses office considerable machinery. Suppose you begin there. Start with the adding machine. Make friends with the local sales managers for Burroughs, Dalton, Wales and the rest of them, find out how they sell, see where your banking experience could be applied to the sales end of such apparatus. Go after the big fellows, not looking for a job, but simply to get acquainted."

He was abashed, saying that he had no reason for calling on such men, and thought they would be right in snubbing him when told that he had just come around to be friendly. So I told him how I had once got into Scotland Yard.

In this country the reporter is right on the heels of the police official when there's anything doing, but not in London. Scotland Yard abhors the reporter, and keeps him out of its official affairs. What chance had a Yankee reporter, when the British "pressman" works under such a handicap?

Sir Edward Henry was then London's police commissioner. He had written a book—his famous "Classification and Uses of Fingerprints," describing the system now used in police work throughout the world. I had read his book, and owned a copy. What more logical than writing him a letter, speaking of his book and sending him one of my own? There may be big men who do

"Punch"

"The Foremost Humorous Journal of the World,"

"There is no medium to equal 'PUNCH' for creating sales in high-class trade at home and in the Dominions. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades."

WILLIAM S. CRAWFORD

W. S. Crawford, Ltd.

Advance Booking is Always Essential

MARION JEAN LYON
Advertisement Manager "PUNCH"
10 Bouverie Street,
LONDON, B.G.4, Bag.

STREET STREET, STREET,

not like to be told that others admire their work. I have never found any. The Commissioner answered in one of those longhand letters written by a secretary that are considered good form for personal communication by Britishers, and some months later, when I went to London, I had a rating with him as a fellow-author, and spent several days at the police school in Westminster, sitting in the classes while fresh recruits were being taught the "Bobby's" job.

Decisions and contacts-that's what the boss wants.

Some decisions can be made sitting at a desk, like purchases or specifications. Others require work on the outside, like sales. Is a closed sale anything more than a decision? Contact helps decision, even the desk kind-the best purchasing agents that I know are on the road many days and nights each year, visiting the places where the stuff they buy is made, and the engineer who has charge of specifications is not afraid to get out into the field or visit the laboratories.

Conferences are all right if they return a profit in decisions and contact on the time invested.

So are vacations-I know one agency idea man in New York who flatly refuses to work another day when the streets get slushy in March, and he strikes again along in July or August. In March he goes South, and for his summer breathing spell journeys West. The whole purpose is contacts-meeting strangers, talking with people on a cracker-box basis to find out how they think, feel and live. People are the folks for whom he is contriving copy, picture and merchandising ideas, and he says that most of his ideas come from people.

Even a reasonably long lunch hour benefits the boss if the mind and personality find something nourishing on the bill of fare!

Walter D. Larkin, formerly with the advertising staff of Marshall Field & Company, Chicago, has joined the organization of Will Howell & Associates, Chicago advertising agency, to take charge of its service department.

Direct Mail Association Recommends Postal Wage Increase

The Board of Governors of the Direct Mail Advertising Association has adopted a resolution calling for an adjustment in compensation for post-office employees. In that resolution, this association makes the following statement:
"The Board of Governors of the Direct

"The Board of Governors of the Direct Mail Advertising Association is convinced that postal employees in many parts of the country are under-paid; that this under-payment is a direct cause of certain inefficiencies because the large turnover of workers, replaced by inexperienced workers, who too frequently take the postal employee job only temporarily, robs the department of dependable, experienced men.

"Therefore, the Board of Governors recommends that adjustments be made in

recommends that adjustments be made in the scales of compensation of postal employees without undue delay, so as to stabilize the personnel and thus con-tribute to making that personnel more

"Your Board of Governors indorses the suggestion of Postmaster-General

the suggestion of Postmaster-General New, that the entire subject of postal salaries and postal rates be referred to a commission of able congressmen.

"It is the hope, however, of your board that if a commission is appointed its work and findings may not consume the long time offtimes consumed, and also be subject to a further delay for review (sometimes extending to years) for the reason that postal employees compensation should be made adequate to living conditions without delay; and for the further reason that the business for the further reason that the business of the country is best served by all postal rates being equitable and stable."

E. A. Mackey with James F. Newcomb & Company

E. A. Mackey has joined James F. Newcomb & Company, Inc., New York, producers of direct-mail advertising and producers of direct-mail advertising and general printing, as a special represen-tative. For many years he was asso-ciated with the Trichromatic Engraving Company. Mr. Mackey also has been with the Carey Printing Company, Inc., and more recently he has been with The Odets Company, both of New York.

American Express Reports Higher Net Income

The American Express Company, New York, reports a gross income of \$7,052,297, for 1923, with operating expenses amounting to \$5,756,817, and a net income of \$1,177,906. This compares with a gross income in 1922 of \$7,355,014; operating expenses of \$5,281,069, and a net income of \$1,000,279.

Changes in Staff of

Charlotte, N. C., Printer
Hugh A. Murrill, Jr., has become
president and general manager of the
Queen City Printing Company, Char
lotte, N. C., succeeding his father, Hugh
A. Murrill, who founded the business
thirty years ago. John Dabbs is vice
president, and A. M. Mallone, secretary.

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Pictorial Review

32% Advertising Gain for May

THIS is the largest advertising gain made by any woman's magazine.

Pictorial Review circulates nearly two and a quarter million copies per month at 15c. per copy (compared to Ioc. per copy charged by our nearest contemporary).

Pictorial Review

Advertising Director

IDEAS to put wings on your

merchandise for RESULTS ART WORK & COPY

to bring out most effectively THE

or RESULTS

CONSULT with MARTIN ULLMAN **FUDIOS** INC

111 EAST 24th ST. NEW YORK CITY Telephone dison Square 8517 or RESULT

State Agencies

The publishers of Motion Picture Review and Screen Review will be pleased to discuss state agencies with firms capable of exploiting a lucrative field.

Both publications are syndicated monthly motion picture magazines with a local advertising tie-up in the cities where distribution is effected.

Program companies and organizationsexperienced along advertising specialty lines will do well to communicate with

Motion Picture Review Appleton, Wisconsin

We Get an Answer

Within Three Weeks after a Suggested Form of Advertising for Oil Industry Was Set Forth in "Printers' Ink" Standard Oil Company of Louisiana Starts Such Advertising

By William A. Feuillan, Jr.

IN PRINTERS' INK* of March 20 editorial comment was made that "reflection on the Teapot Dome Scandal' brings the feeling that the entire oil industry is suffering unjustly from the transgressions of a few.' And further, that "As new developments of Congressional investigation see the light of day 'oil' becomes more and more synonymous with graft and corruption.

No news of the many steps involved before oil reaches the consumer and no news of the risks that honest capital takes in order to find the oil the consumer must have can be found in the news of

the day," continued the editorial. And the question, "What about it?" was asked, and attention was directed to the fact that this was advertising's opportunity.

The editorial closed with, "Let's look for the advertising copy soon."

Shortly after the appearance of the number of PRINTERS' INK containing this editorial, Monday, April 7 to be exact, there appeared a full-page advertisement in fifty-two newspapers of larger towns and cities in Louisiana, Tennessee, and Arkansas, titled, "The Fascinating Story of Oil, Told in Non-Technical Lan-Told in Non-Technical Lan-guage," and signed by the Standard Oil Company of Louisiana, which opened as follows:

This is the first of a series of four pages to appear in this newspaper consecutively, which will treat on the subject of the oil industry in a broad, non-technical and interesting way.

Believing that all American citizens are interested in having the facts laid before them in order that they may determine their ideas on any subject,

^{*} See "For the Good of the Oil In-stry," page 197, March 20, 1924, dustry.

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A Great Hardwood Forest in Vermont





of
Buying
Power
No. 19

Did you ever notice how you need hardwood articles in office, factory, home?

Your desk, your flooring, your child's kiddy car,—brush handles, piano sounding boards and scores of obvious daily necessities are made in Vermont.

Vermont has one of the largest hardwood forest areas in the East.

Many prosperous woodworking factories have been built up in Vermont.

Tune in on this purchasing power with newspaper advertising.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

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A DIS-PLA-IT Box now in use as it appears on the dealer's counter. This is one style—there is another to fit your product.

Advertise— Where Your Prospect Buys

Let us Convince You FREE

of the advantages of a DIS-PLA-IT Box. Send us your specifications and we will make you a sample DIS-PLA-IT Box, in any size, right or folding, that will prove superior to any you've seen, or are now using.

Send for Full Descriptive Booklet C OUNTER display boxes tell your story right in the store and at the time your prospect is in that buying mood. And DIS-PLA-IT Boxes not only tell your story once but tell it—and tell it—and TELL IT!

A DIS-PLA-IT BOX

SELLS BECAUSE IT TELLS

It will not fold up or topple over when only one or two articles are left in it. It cannot because it has a rigid back and a firm base. DIS-PLA-IT Boxes are absolutely the only counter display boxes with these patented features.

The WARSHAW Press

Everything in Lithography

175 WOOSTER ST.

New York City

024

the Standard Oil Company of Louisiana, in an effort to impress on the minds of the people the basic facts about the oil business, is taking this means of giving widespread publicity to the subjects of production, refining, and marketing of petroleum products.

Logical copy supported by interesting graphs, easily understood by the man on the street, asked and answered questions about gasoline prices in this first advertisement, which also made some interesting price comparisons.

The second advertisement was headed, "What Does Gasoline Cost to Produce?" and told of the hazards which beset the search for oil, showed the increase in investment for drilling operations, from \$3,000,000 in 1883 to \$515,704,000 in 1923, and showed that gasoline prices must fluctuate as the prices of crude oil fluctuate.

The third advertisement was headed, "What It Costs to Refine Crude Oil into Gasoline," and presented a chart showing the products derived from crude petroleum, which range from fuel to face powder. This advertisement closed with this pertinent paragraph: "Remember that gasoline is the cheapest of all commodities; that it is sold on the narrowest of profits; and that you get more for your money when you buy gasoline than almost anything else for which you have daily use."

The fourth and last advertisement was, "The Importance of the Oil Industry to America and to You," and told of the magnitude of the oil industry which now supplies gasoline for 15,000,-000 cars in America. This adver-000 cars in America. tisement brought out the fact that over \$8,000,000,000 dollars are invested in the oil industry, that the refining of petroleum is America's second largest manufacturing industry, being exceeded only by the slaughtering and meat-packing industry, and that the petroleum industry brings prosperity to thousands. This advertisement advertisement closed with a brief statement that national prosperity is largely dependent on oil.

The South has been first to

The Atlanta Journal

Effective May 15th
JOHN M. BRANHAM CO.
will be the sole publisher's representative in the National field for

Rotogravure

as well as all other kinds of advertising in

The Atlanta Journal

Advertising in .
The Journal Sells the Goods

A Gold Mine

of inspirational messages for salesmen, supplied weekly in bulletin form. Material may be reprinted in your own bulletins and letters to salesmen without crediting source from which it is taken.

Samples mailed on request.

JOHN J. LUTGE & STAFF

703 Market Street, San Francisco, California

High Grade Advertising & Sales Promotion Executive · Available ·

With sixteen years' successful experience as salesman, advertising manager and advertising agency owner.

Broad experience in planning, production and direction of newspaper, magazine and direct mail campaigns, also in sales promotion, merchandising and market analysis.

Forceful writer, with practical knowledge of all phases of advertising production gained through personal experience in printing, engraving and commercial art establishments.

Logical thinker, efficient executive, with a personality which secures fullest cooperation from associates. Highest references as to integrity and reliability. Age 35, single.

Now open for connection as advertising and sales promotion manager, preferably with manufacturer of food or mechanical products.

Complete business history on request.

Available for interview, and will locate anywhere in Chicago or New York territories, city or small town.

Address "H," Box 58, care of Printers' Ink, 230 South Clark Street, Chicago, Ill.

learn the story of oil, yet it perhaps needed it less than the North and East. Oil is produced in the larger portion of the territory served by the Standard Oil Company of Louisiana and thousands of its customers have a first-hand knowledge of the oil industry, yet it has taken the leadership in doing an important piece of work which will no doubt be of benefit to the entire industry.

Erie Told How to Advertise Self

Self

"Salesmanship consists of two vital factors, i.e., the Printed, Word and the Spoken Word. Neither is effective without the other. The printed word is called advertising. To secure the greatest possible results from advertising we must tie up the personal equation with it." This thought was given by H. S. Warrick, assistant to the president of the Andrews Land Company, Eric, Pa., in a recent address before the advertising club of that city.

In outlining a campaign for selling Eric to the outside world and also to itself, Mr. Warrick advocated that advertising be backed up by a Municipal Bureau of Research, which would include in its duties the collection of facts regarding Eric, derived from careful surveys, and which could explain the advantages of the city to persons attracted by advertising and which could intelligently refute any erroneous charges against Eric by malicious detractors.

Fleischmann Yeast Income Higher

The Fleischmann Company, New York, manufacturer of yeast and vinegar, for the quarter ended March 31, 1924, reports net profit, after expenses, of \$2.321,369; gross income of \$2,513,278, and a net income, after charges and Federal taxes, of \$2,190,598. These figures compare with those for the corresponding period of last year, as follows: Net profit after expenses, \$2,038,573; gross income of \$2,302,246, and net income of \$2,018,716. The Fleischmann Company, New York,

Norbert Gainey Joins Jacobs & Company

Norbert Gainey, recently art director of the Marshall Printing Company, Marshalltown, Iowa, has joined Jacobs Company, Clinton, S. C., in the same capacity.

Death of Arthur M. Manigault

Arthur M. Manigault, publisher of the Charleston, S. C., Evenseg Post, died last week. He had been president of the Post Publishing Company for twentyfive years.

Just Published

Advertising Copy

By GEORGE BURTON HOTCHKISS

Chairman, Department of Advertising and Marketing, New York University; President, National Association of Teachers of Advertising; Member Educational Committee A. A. C. of W.; Author of numerous books on advertising and related subjects.

I N almost every big agency is at least one copy writer who has studied his art under George Burton Hotchkiss. Some of the soundest and most brilliant copy now being produced is the work of his former students. His own success as copy writer in a leading agency, and still more, his record in training successful advertising men and women have qualified Professor Hotchkiss to write with authority on the subject of advertising copy.

Into his new book he has put the results of twelve years of practical experience, of study, and of teaching. He presents thoroughly and systematically the principles that tend to produce copy of high artistic merit and of business utility. His style is clear-cut and interesting and he illustrates every point by representative specimens of modern successful advertising.

Below are a few selected chapter heads:

Below are a few selected chapter heads:
The Nature and Purpose of Advertising Copy—The Part Copy Plays in Advertising, How the Art of Copy-writing Is
Mastered, Qualities Essential for Success
in Copy-writing; Writing Copy for
Effect; Finding the Point of Contact;
The Substance of Reason-Why Copy;
The Style of Reason-Why Copy;
The Style of Reason-Why Copy;
The Style of Reason-Why Opy; Descriptive Copy; Direct Emotional Appeals; Association Copy; Story and
Dramatic Copy; The Choice of Words—
Seven Tests of a Word; Headlines and
Slogans—Tying Up Copy to Headlines and
Slogans—Tying Up Copy to Headlines and
Slogans—Tying Up Copy for Vecational Publications—Technical Copy,
Style of Copy and Display; The Feminine
Blant; Street-Car and Outdoor Advertising; A Sound Copy Style.

Send for a Copy

This book is ready for immediate delivery. Just jot down your name and address and the name of this book, mail it to us with your check for \$3.50, and a copy will go forward to you immediately.

\$100.00 Prize

Watch Printers' Ink Weekly of May. 15 for the announcement of a Copy-Writing Contest.

If preferred you may write to Advertising Contest Editor, Dept. S. O.1., at the address below for complete conditions of this con-test which opens May 15th and closes June 15th.

Watch further announcements.

HARPER & BROTHERS Publishers Since 1817

49 East 33d Street

New York City

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A Competent Sales Manager Is Wanted

A successful manufacturing concern, doing approximately a \$5,000,000 volume, has an exceptional opening for a salesmanager.

Only a man of broad and successful sales experience can possibly qualify. He must have sound judgment; he must be alert and energetic; he must know how to engage, train and develop salesmen; he must be a firm believer in national advertising and must know how to use advertising effectively in his work. The more he knows about the selling of high-quality merchandise direct to the retail trade, the more valuable he will

The requirements, as you will note, are quite unusual. No ordinary salesmanager could expect to make good.

On the other hand, the reward will be great. For the right man, here is a real opportunity - a substantial income from the start: an almost unlimited future.

Perhaps you know a man who probably measures up to these specifications. If so, you will be doing both him and the manufacturer a courtesy in getting them together. Your suggestion will, of course, be held in absolute confidence.

Address "A," Box 59, care of Printers' Ink.

Group Symbol Expresses Common Purpose of Four Products

mon Purpose of Four Products
All of the products manufactured by
the Celite Products Company, Chicago,
are made for a general purpose. Although varied in characteristics and application they are all sold behind the
idea that they are waste preventatives.
Sil-O-Cel, a heat insulating material,
forms a wall which prevents the passage of heat. Filter-Cel builds up a
wall which prevents the passage of objectionable impurities. Celcote makes a
wall which prevents the penetration of
moisture as well as air leakage. Another product, Fraxite, acts as a barrier against the destructive force of
high temperature furnace gases.

The fact that each of these products
forms a wall which acts as a barrier to
prolong the life of usefulness of other
materials has led the company to adopt
a symbol that would express this
thought. This symbol identifies the products as a group. It is designed as a
hield uron which is reproduced a wall

thought. This symbol identifies the prod-ucts as a group. It is designed as a shield upon which is reproduced a wall suggestive of the walls that surrounded Medieval castles. It bears the following text: "Celite Products, Barriers to In-dustrial Waste." The four different products together with a description of their use, also are listed under the fig-ure of the wall.

Los Angeles Printer Forms Direct-Mail Service

The Worthington-Lee Corporation, printing, Los Angeles, has formed a direct-mail service department. Arthur Lee, a member of the firm, is manager. Associated with him are Samuel P. Johnston and Lawrence C. Lockley. Mr. Johnston and Lawrence of the formerly was director of promotion of the Los Angeles Examiner and for ten years was president of the Johnston-Ayres Company, San Francisco advertising agency. Mr. Lockley is an instructor in business correspondence at the University of California, Southern branch.

T. K. McIlroy with

Century Company T. K. McIlroy has joined the staff of the Century Company, Inc., New York. He will represent The Century, St. Nicholas, Sports Graphic and The American Golfer. Mr. McIlroy was at one time advertising director of The Leslic-Judge Company, New York. He also was formerly with the New York American and more recently he has been with Hearst's International.

Beverage to Be Advertised in New Campaign

Toddy, a beverage made by Maltop, Inc., Buffalo, will be advertised in a newspaper campaign in Buffalo. The campaign will be extended to other cites as distribution is obtained. The E. P. Remington Advertising Agency, also Buffalo, will direct this advertising. also of

OFFICES:

CLEVELAND 812 Huron Road

CHICAGO

360 N. Michigan Ave.

NEW YORK

342 Madison Ave.

TULSA, OKLA.

608 Bank of Com-

merce Building
HOUSTON, TEXAS

614 West Building

191

Selected by Experts

In 1919 twenty-five advertising agencies placed orders totalling \$32,822 for thirty-one clients for space in National Petroleum News.

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In 1923 one-hundred-andtwenty agencies carried advertising totalling \$315,905 for one-hundred-and-ninety-one clients with N. P. N.

A.B.C.

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Los years Ayres tising or in Uninch.

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altop, in a The cities E. P. so of



TIME was when saw mills were built at certain fixed locations and logs were brought to them. Rafts were floated for many miles from forests to mills.

Now the mills are taken to the forests, or logs are brought out by trucks, tramways or railroads.

Many manufacturers insist that trade will come to them. They quote the old adage about the mouse trap in the wilderness and fool themselves into believing that it still holds true.

In the meantime the wide-awake industry is going to its trade. It is capturing the cream of today's business.

This agency likes to deal with moderns. They constitute an important part of our clientele.

Perhaps we can show you how to profitably join their ranks.

The Prather-Allen Advertising Company

307 EAST FOURTH STREET, CINCINNATI

Is Business English Different from Any Other Kind of English?

Not by a Jugful; Which Phrase Qualifies as "Business English" or as Just "Plain American"

By E. P. Corbett

I N the palmy days of the oldtime West, a body of Vigilantes were hot on the trail of a murderer when they captured another man who was strongly suspected of being a rustler. As only circumstantial evidence was against him, however, they decided to give him the benefit of a trial rather than hang him offhand. But as they could not stop to conduct the trial then and did not wish to be embarrassed by taking the prisoner along with them, they hung the prisoner and held the trial on a later day.

So it is with the writer in regard to the title of this article. The prisoner is hereby hung. There ain't no such thing as Business English. English is English, just as "eggs is eggs." As anyone who frequents restaurants will freely admit, there is a great difference in eggs. There is an equally great difference between "English as she is spoke" and English as it might, could, should or ought to be spoken or written.

The fallacy that there is a distinction between "Business Engand just plain English probably came from the general idea that in the conduct of business one must be more precise and careful in his selection of words than is necessary under other circumstances. Particularly is this true of the written word. One might not be far wrong in saying that Business English is just plain English dressed up in its best bib and tucker. Parenthetically it might be remarked that there are always people who display execrable taste in dressing.

The business letter writer is given many rules for attaining success in his line. One popular rule is to "write the way you talk." That is a mighty good rule, too, if one is sure that he has learned

to talk correctly. We have also been told, to carry the thought a bit farther, that when writing a letter we should get inside the envelope and seal the flap. The big thought behind that advice is to write in a genuinely personal way—the surest possible way to carry conviction to the recipient of the letter.

In business the general purpose behind the use of words is to sell an idea. Words are but symbols for the expression of ideas. Certain combinations of these symbols carry a particular meaning to some people that the same combination would not carry to others. If we are writing to the man in the street, then we must use the language that is commonly used "in the street." If we are writing to the professor, then we can, if we desire, mount our Pegasus and soar. In fact, in that particular case, there might be a grave danger that the professor would be unable to interpret our message if we used the expressions that are most familiar to the man in the street.

IS THIS THE SOLUTION?

Isn't that, after all, the solution to this world-wide problem or mystery of what constitutes Business English? If Business English serely means good English, then by all means let us have Business English, but let us call it by its right name. The aspiring young person in business is more or less confused by the term Business English. This young person feels that it marks a certain standard of excellence which must be reached, so his or her natural flow of language is put under a tight check in an effort to raise it to that presumably higher plane. The result we all know.

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PHILADELPHIA REPRESENTATIVE

Available June 1

For the last nine vears I have been sales manager of the Philadelphia office of a nationally known manufacturer. I shall sever my connection June 1, and I wish to get in touch with a concern of similar high standing seeking high class representation in the Philadelphia territory. I am still young (37), and I have made a consistently good showing in a difficult field. My present employer will gladly tell you why I am leaving and tell you something, too, of my record.

Address C, Box 200 Care of "Printers' Ink"

Sales Manager Wanted

The man wanted must be ambitious, a hard worker, familiar with sales problems and how to meet them, capable of hiring good salesmen and directing them. In addition, he should have the willingness and ability to make sales in the field himself.

Assistant sales managers seeking a larger opportunity or salesmen who can develop managership qualities will be considered.

A knowledge of the drug trade is an added asset as the product is a meritorious, advertised proprietary remedy.

While the salary would be moderate at the start the opportunity for a producer is practically unlimited. Address

"T" Box 55, Printers' Ink

sary to mount our stilts and use Business English instead of being our natural selves? If to use Business English connotes the idea of being careful to express our exact meaning clearly, then we should be equally careful at all times, in which case just plain English will answer all purposes.

Someone has said that the average "expert" is only an ordinary man away from home. Most "experts" will right down in their hearts agree with that definition. Are not our painful attempts to use Business English equivalent to what is slangily expressed as 'putting on a front"? Why do we write to people? Because we have a message that we want them to Then necessarily we must confine our efforts to expressing our idea in such a way that the reader will grasp our exact meaning. We must paint a mental picture that is clear in all its details. As the picture is a word-picture, it must be painted in words that allow no loopholes for misunderstanding on the part of those to whom we are writing. It is not enough to say that we must use simple words. The term "simple" is elastic, for what might be a "simple" word to some would be Greek to others.

Then again, in many cases perfect grammatical construction and smoothly flowing rhetoric would not make nearly so strong or so deep an impression as might be conveyed through a judicious use of slang. Many who would flounder if asked, "Do I make myself understood?" would know exactly what was meant if asked, "Get me?"

So one is led to ask, "If Business English means good English for business use, when is good English bad and when is bad English good?" That is, considered from the standpoint of effectiveness rather than the strict rules of grammar? If poor English registers and good English doesn't, is good English good? Again, if Business English be diluted with a dash of colloquialisms and spiced with a bit of slang, so that the man in the street knows exactly

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To Presidents **General Managers** and Executives

The purpose of this Service is to do for your salespeople what you would do for them yourself if time permitted. You know that they need constant training. Better salesmanship means bigger sales. Lean order books are the result of blunders in selling. But you can't devote your time to teaching and training. Your hours are filled with other duties.

There is a way, though, to give them the help they need, and save your time as well. Our original plan makes possible a Sales Bulletin to your representatives as often as you want it, and filled with practical selling ideas. All this is done without consuming your valuable time.

Practical Assistance

Our SALES BULLETIN SERVICE comes to you monthly, with a wealth of experiences, stories, anecdotes, quotations and cartoons. Each one contains an actual selling idea that has been tested in practical experience, and can be applied to the work of your own sales-

pcople. Here are a few of the topics that have been covered in recent issues. What would it be worth to you if your sales people had mastered them? When to Quote the Price; Working With Instead of At the Buyer; The "Sure Sale" Bugaboo; How to Handle the Bystander; When to Stop Talking; When to Bluff; How to Vary the Opening for Different Buyers; Overlooking the Obvious Things; Following Every Lead; Handling the Irate Buyer; Appealing to the Buyer's own Interests; Getting the Facts; The Best Time to Sell, Etc., Etc., Etc., This is not a "pep" Service. It has no "whoop-hurrah." It does not preach.

It contains no essays by bright young The above subjects are typical

THE O. J. McCLURE ADVERTISING AGENCY 111 West Monroe Street CHICAGO

of the Service. By our unique plan, the material is gathered from everywhere, but always from actual experience.

Unique Service

So far as we know, there is no other Sales Bulletin Service similar to it. It consists of six solid pages of typewriten matter and six cartoons each month. It is the material out of which you make up your row Sales Bulletin, interspersing the desired "house" material about prices, new goods, testimonials, advertising, etc.

This requires no extra effort on your part, as the "house news" would have the mechanical part is done on your duplicating machine by any handy boy

Prominent Users

The list of users of this Service reads like a "Who's Who" of American industry. Many of the world's greatest corporations use our material regularly, because they recognize it as virtually a continuous course in the state of occasine taley recognize it as virtually a continuous course in practical salesman-ship, which is doubly effective because it is continuous and because it comes in a form so eagerly read and so easily

Trivial Cost

ane cost is trivial—less than 10 cents per day—no matter how many sales-people you have. For only \$36 you get the Service for a whole year—72 illustra-tions and approximately 36,000 words— 300 Selling Ideas. The cost is trivial-less than 10 cents

Special Proposition

We want you to try this service for thirty days without obligation. Mail the coupon. Then take thirty days to de-cide whether you want the Service regularly. Let it sell itself to you on its own merit. Mail the coupon now.

REMINDER COUPON

The O. J. McClure Advertising Agency 111 W. Monroe St., Chicago

All right, I will try your SERVICE, as offered, without obligation to me or my company. My name and title, with name and address of my company, are written in the margin, or on our letterhead.

En M

Announcing

the election of

MILTON M. FISHER

President

and

WILLIAM J. BETTING

Secretary and Treasurer

by the Board of Directors of

REDFIELD, FISHER & WALLACE

INCORPORATED

Advertising

105 West Fortieth Street New York City

Phone PEN 3030

what he is reading about, will we have made good English bad in order to make it good?

Some of the greatest salesmen in the world know appallingly little about grammar. Confine these men to "Business English" and they would be hog-tied. They never learned Business English—they just talk "American." But the other fellow never mistakes their meaning. They put over their message and allow no qualms over the deadly split infinitive to stand in their way. They are selling goods, not culture. They want the name on the dotted line, not the appreciation of a kindred soul.

This writer does not wish to convey the impression that the only way to make one's meaning clear is to use low-brow stuff. Far from it. But to the mind of the writer the important thing is to bear in mind that when we use words, we are doing so in order to put over an idea with somebody. Then let us forget the question of phraseology and consider only that "somebody" to whom we are writing. Then let us write to him, 'regardless of whether we employ Business English, ordinary English, or just plain "American."

Miller, Black & Lewis, Inc.,

New Advertising Business
Miller, Black & Lewis, Inc., is the
name of a new advertising business
which has been formed at New York.
The officers are: George L. Miller, president; Samuel M. Lewis, vice-president,
and William W. Black, secretarytreasurer.

treasurer.

Mr. Miller formerly was with Lord & Thomas and at one time was with the J. Walter Thompson Company. More recently he has been with George Batten Company. Mr. Lewis has been with the Goodyear Tire & Rubber Company, Akron, Ohio, and the General Railway Signal Company, Rochester, N. Y. He also has been with the New York American. Mr. Black previously has been with the Atlanta office of the Goodyear Tire & Rubber Company and the National City Company, New York.

Joins Northwestern Bell Telephone

Martin G. Kratt, recently an assistant news editor on the staff of the Cedar Rapids, Ia., Evening Gasette, has joined the advertising staff of the Northwestern Bell Telephone Co., Omaha, Nebr.

Growing Fast

Live Agency in Ohio city, only three years old and doing half-million-dollar business; a mply financed and nationally recognized; needs a man with creative ability, experience in advertising and Agency technique, and selling personality. Will do executive and contact work on present accounts, and also develop new business. Salary small to start—sky is the limit if you make good.

Don't hesitate to give complete details of experience and qualifications—we'll guarantee a careful reading. Will return any samples of work you care to submit. Negotiations strictly confidential. This is a real opportunity for a man with ability to build a big future. Address "S," Box 54, Printers' Ink.

SALES-ADVERTISING EXECUTIVE

desires connection with progressive manufacturer or advertising agency. Over twelve years' experience in general sales management, directing salesmen, sales promotion, advertising and advertising agency practice. A go-getter in search of a real job requiring demonstrated ability to assume full responsibility for complete sales and advertising program. American, 35, married. University trained. Address "W." Box 56, care of Printers' Ink.

Do You Need an Agency Man?

I would like to place a man who has worked with me. He is thoroughly familiar with agency and advertising routine—can relieve a busy executive. Is a production manager, copy writer—office manager and executive's assistant.

He is worth more money than I can pay him.

Had ten years' experience before coming to me in newspaper, trade paper and agency work.

Talk with me about him.

For details—Write "President of Agency," Box 201, care of Printers' Ink.

\$10,000 Opportunity for High-Class Printing Salesman

A well-established and favorably-known concern printing large editions of national and trade magazines, catalogs, booklets, etc., desires a salesman familiar with this special field and with a successful record for obtaining large printing orders. The right man will find this an advantageous connection, and should earn \$10,000 a year or more.

Address "K," Box 57, Printers' Ink

"Eversharp" Decision Important to Advertisers

THE Wahl Company, Chicago, has won its case against the American Safety Razor Company, Brooklyn, N. Y., in which it sought to prevent the registration of the word "Eversharp" by the razor company as a trademark for razors, razor blades, safety razors, and safety razor blades.

The question for decision, according to the finding of the Court of Appeals of the District of Columbia, was whether one of two corporations of different names may adopt as its trademark the dominating feature of the corporate name of the other, under any circumstances.

The statement of facts submitted in the case sets forth that The Wahl Company succeeded to the business and good will of the Eversharp Pencil Company in 1916 and that the word "Eversharp" is used in distinctive type as the central feature of its mechanical pencil advertising; and further that the razor company, in June, 1920, began the use of the word "Eversharp" with an arrow drawn through it to advertise its products.

The Examiner of Interferences of the Patent Office upheld the contention of The Wahl Company, but this ruling was overturned by the Assistant Commissioner of Patents, who held that the arrow drawn through the word "Eversharp" by the American Safety Razor Company made the device sufficiently distinctive not to be an infringement.

The finding of the Court of Appeals of the Federal District to which this decision was appealed, stated the question as above, and said in part:

In National Cigar Stands Company, vs. Frishmuth Bro. & Company, present term, we ruled that the provisions of the Trade-Mark Act that no mark shall be registered which "consists merely in the name of an individual, firm, corporation, or association not written, printed, impressed or woven in some particular or

Foreign Sales can be increased

THE advertising and distribution of your overseas sales can be given the judicious attention they require.

• Our nineteen years' experience in increasing the business of many of America's leading manufacturers is at your disposal.

• The intimate knowledge of foreign markets obtained by years of travel and study insures a proper campaign.

Mr. Maurice Pereles, Managing Director, is sailing for Europe May 29, and will visit Norway, Sweden, Denmark, the Balkan states, Holland, Belgium, Italy, France and England, to study market conditions in these countries for our clients.

Mr. Pereles will be pleased to make similar researches for other American Mandiacturers interested in developing their sales in these markets ¶ The good will established by years of fair dealings with foreign publishers assures excellent display.

The reputation for always producing results insures satisfied clients and makes the Foreign Advertising & Service Bureau the leader in its field.

Foreign Advertising & Service Bureau, Inc. 175 Fifth Avenue, New York, U.S.A.

1924

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New England Consumers Have Largest Savings per Capita in United States

The average savings deposit per capita for New England during 1923 was \$405. This is an actual indication of the wealth of the New England market. The true significance of the figure can only be realized when it is compared with the per capita deposit figures of the other sections of the country. The facts were secured from a recent report issued by the American Bankers' Association.

New England States									\$405
Middle Atlantic States.									
Pacific States				 					199
Eastern Central States									147
West Central States				 					94
Southern States									45

In addition to unusual consumer buying power, New England offers you a market that can be worked efficiently and economically. Cities and towns are closely knit. Jobbers are located in all of the key cities, and are in a position to render 24-hour service to re-The cost of maintaining a sales force is moderate, since your men can cover a large territory in a short time, there being no long trips between stops.

New England distributors and consumers are receptive to advertised merchandise. Educate them to think of your merchandise when they need it. The home daily newspapers of New England give you a wide coverage in this market at a comparatively small cost.

MERIDEN, CONN., RECORD Net Paid Cir. 7,255 A. B. C.—3c copy Population 37,739, with suburbs 60,000 BURLINGTON, VT., FREE PRESS Daily Circulation 12,693 A. B. C. Member A. B. C. Member A. B. C., with suburbs 40,000

FITCHBURG, MASS., SENTINEL Net Paid Circulation 11,410 P. O. Member A. B. C. Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM Daily Circulation 16,627 A.B.C.—3c copy Population 99,198, with suburbs 125,000 NEW BEDFORD, MASS. STANDARD Daily Circulation 32,425 A.B.C.—2c copy Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS Daily Circulation 21,154 P. O. Member A. B. C. Population 43,697, with suburbs 150,000

TELEGRAM GAZETTE WORCESTER, MASS. GAZETTE
Daily Circulation 83,086 A. B. C.
Population 193,666, with suburbs 350,000

SPRINGFIELD, MASS., UNION Daily Circulation 64,783 A.B.C.—2c copy Population 129,563, with suburbs 425,000 PAWTUCKET, R. I., TIMES Net Paid Circulation 25,070, A. B. C. Serves Territory of 140,000

BRIDGEPORT, CT.
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

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NEW HAVEN, CT., REGISTER Daily and Sunday Cir. 40,106 P. O. Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening) Daily Cir. over 10,829 A. B. C.—3c copy Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS Daily Circulation 27,792 Member A. B. C. Population 69,169, with suburbs 75,000 BROCKTON, MASS., ENTERPRISE Daily Circulation 22,393 P. O.—3c copy Population 71,000, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

es ring the can osit seers'

1924

distinctive manner," do not permit an individual, firm, corporation or association of another name to affect the goodwill of an established individual, firm, corporation or association, built up under corporation or association, built up under his or its name, through adoption of that name as a trade-mark; that the real purpose of these provisions was to permit an individual, firm, corporation or asso-ciation to register his or its name as a trade-mark provided that the registra-tion be so accomplished as not to pre-vent a like use of the same name by others similarly entitled. That ruling is applicable and controlling here. The de-cision therefore is reversed and the opposition sustained. opposition sustained.

Large Increase in Foreign Sales of American Hosiery

of American Hosicry

American exporters did a big business in hosiery last year. According to the Department of Commerce 80,000,000 pairs of American stockings were shipped during 1923 for the use of people in every country in the world. Cuba and Argentina took first and second place as buyers of cotton hosiery. Both countries took a greater quantity than England, which was the largest purchases in 1922. In fact, Cuba's purchases increased 33 1-3 per cent while those of England declined 50 per cent. The total exports of cotton hosiery amounted to 5,159,750 dozen pairs which were valued at \$10,525,183.

Artificial silk hosiery did not enjoy as successful a year as cotton hosiery. The greatest gains were registered by silk hosiery. There were 440,885 dozen pairs of silk hosiery exported in 1923 against 342,650 dozen pairs in 1922. England was the best customer, purchasing nearly half of the total and nearly three times as much as the second largest buyer, Argentina. The latter country also bought more heavily in 1923, taking about 20 per cent more than in the previous year.

previous year.

New Accounts for Butler-Klingenfeld

The Multiple Electric Products Company, Newark, N. J., manufacturer of Atlas loud speakers and Mono and Multiple Time-Lag fuses, has placed its advertising account with The Butler-Klingenfeld Company, New York advertising

agency.
The Kardon Products Company, New York, manufacturer of Kardon radio construction units, has also placed its account with this agency. Newspapers and direct-mail advertising will be used.

Exide Advertises New Canadian Policy

Exide Batteries of Canada, Ltd., Toronto, is using Canadian business-paper and newspaper space to acquaint the trade and automobile owners of its re-cent change in policy, affecting only Canada, whereby Exide batteries are in future to be distributed through all reputable battery dealers.

Portland Express

"The Paper That Goes Home!" Portland's only evening paper.

The Gateway to the largest and best market in Maine and one of the best of its size in the United States.

IN THIS TERRITORY

(which includes Portland and within approximately 30 miles)

the Evening Express has, by far, the

Largest Circulation

Its Portland city circulation alone covers 15 out of every 16 homes. "A Truly Remarkable Coverage"

The Sunday Telegram

has the largest Sunday circulation east of Boston. The Julius Mathews Special Agency Boston, New York, Detroit, Chicago

Unusual Syndicate Man Available!

Newspaper Syndicate Services in country, acting as Service Director—Production Director—Art Director.

Originator many NEW IDEAS in Service Business,

vice business, originator and Editor, famous Newspaperman's House Organ Magazine.

As SERVICE DIRECTOR—Visualised all Ideas—Skyled Fashion Pages—Merchandised Entire Service—Originated all Space Sciling Ideas—Wrote Copy Planned and Directed every end of these two Big Services.

As ABT DIRECTOR—Complete charge of large staff Artists—authority to hire and fire—Planned and Directed Art Work of Thousands of Drawings yearly, every imaginable subject.

As PRODUCTION DIRECTOR—Sharp buyer of Art. Engraving, Printing, Pa-per, Composition, Mats, Electrotypes, etc. —even in this end originated New Ways of Effecting Savings.

or Extecting Savings.

Former experience covers Department Store, Mail Order, Newspaper, Art Advertising, Publicity. Salee.

Numerous BiG MEN indexe him as Unusual-maily-sided Clear-thinking type of Executive—not type to follow beaten paths, but inclined to Blaze New Tralib. Address "D," Box 202, Printers' Ins.

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C. GRAM 000,00

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75,000 PRISE c copy 00,000

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RINTERS'

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TRLEPHONE: ASHLAND 5500, President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, Douglas Taylor, Manager. Atlanta Office: 704 W GEO. M. KOHN, Manager. 704 Walton Building,

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager,

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadiau, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70, Classified 55 cents a line, Minimum order \$2.75

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, News Editor

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NEW YORK, MAY 8, 1924

Why We Oppose "Hidden Demonstrators"

An article on "Hidden Demonstrators Unfair to Consumer and Advertiser" appeared in PRINT-ERS' INK

December 13, 1923.

That article started much dis-Most of the discussion cussion. that we have heard or the articles on the subject that we have read back up the position taken by PRINTERS' INK-that the "hidden demonstrator" is a menace to the interests of distribution. However, in the April issue of Toilet Goods there is an article by D. C. Keller, president of the Dow Drug Company, of Cincinnati, which takes a decided stand in favor of the "hidden demonstrator."

Mr. Keller writes temperately

and fairly, but nevertheless tries to show that the opposition to these demonstrators is selfish. He states that the hidden demonstration system is competitive of advertising and for that reason advertisers, publishers, advertising agencies and other advertising interests are opposed to it. We dislike an argument of this kind. The business world has arrived at a sorry plight if we must impute selfish motives to all those who hold opinions that are in op-We position to our own views. prefer to believe in arguing with an opponent that his convictions are honestly and unselfishly held. We believe that those who oppose "hidden demonstrators" do so because they are convinced that a one-sided plan of selling such as not sound marketing. 18 That, at least, is our own belief.

Mr. Keller goes on to state in his article that there is nothing inherently wrong about the concealed demonstration, if it is not abused. He says that the system as used in the Dow chain of stores is not unfair. There is no "offensive switching." He admits that the system is subject to abuse, but thinks that advertisers and retailers should get together to eliminate these abuses rather than to eliminate the system it-

self.

We concede Mr. Keller's contention that the hidden demonstration is not wrong per se, but wish to emphasize the importance of his qualifying if. The original which we published on this subject brought out that it was most difficult to conduct hidden demonstrations without abuses. But even though these abuses could be eliminated we would be opposed to demonstrators" anyway. "hidden anyway.

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Why? Because, as Mr. Keller admits, manufacturers who employ concealed demonstrators on an extensive scale, do very little They put their apadvertising. propriations largely into demon-We do not blame the strations. retailers who accept these demonstrators. If a manufacturer wishes to pay the salaries of one 24

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or more of the retailer's saleswomen, it is natural that many retailers will acquiesce. The wisdom of letting manufacturers do this is open to doubt, but in the present argument let that point pass. Just now it is only the manufacturer that we are accusing of shortsightedness. At the most he can afford to put demonstrators in only a few hundred stores-mostly large stores. the meantime he is doing absolutely nothing to help the 50,000 small dealers to sell his line. He is giving all his advertising cooperation to a comparatively few large retailers and is doing nothing for the thousands of little fellows. He cannot justly expect much co-operation from them.

Furthermore he is neglecting the consumer altogether, except to the extent that buyers fall under the influence of his occasional demonstrations. That this is an unsound plan of marketing we think is self-evident. It is unsound not because it is inherently mischievous but because it is directed to only a small part of the manufacturer's possible

market.

Talks
Frankly
Company, made a statement in an address delivered recently before a convention of the West Virginia Wholesale Grocers' Association which concerns every advertiser who sells through jobbers.

In his capacity of Chairman of the Merchandising Committee of the American Specialty Manufacturers' Association, Mr. Bristley for some time has been telling grocery jobbers some wholesome if not altogether palatable truths. The point he made in his address is one that is not new, but, strange to say, it is a point that has not received the attention that it deserves.

For several years there has been almost constant complaint on the part of wholesale grocers that their cost of doing business is increasing and that the margins allowed them by advertisers is hardly sufficient to cover this cost of doing business. There seemed to be more or less truth in this contention of the wholesalers. When their costs are taken as a whole and compared with the margin allowed them by manufacturers as a whole, there does not seem to be sufficient leeway for

the wholesalers. Mr. Bristley, however, threw an illuminating spotlight on this controversy. In commenting on the tendency of wholesalers to go into the manufacturing business on their own account by putting out private brands, Mr. Bristley said that wholesalers had the undoubted right to do this, but that he did not think that the cost of manufacturing, advertising, promoting and selling these private brands should be charged to other manufacturers' brands, for which the wholesaler is performing only the service of a distributor. Bristley also said that unknown and unestablished brands of merchandise on which the wholesale and retail grocer must create and maintain a demand should pay a larger profit than brands on which the manufacturer creates maintains the demand. This point is well taken.

So far as we know most wholesalers do not segregate, in their accounting, the costs of selling their own private brands and the costs of selling manufacturers' brands. Obviously it is more expensive for them to sell their own brands on which they must do all of the promotion. Therefore they should figure separate these brands of their own, and average well-advertised brand in the grocery trade does not carry the cost of selling for the wholesaler that an unknown or private brand carries. Hence it is certainly unfair for the jobber to expect the manufacturer with a big demand to have to bear the cost

of selling the jobber's own brand. Perhaps a better bookkeeping system in the wholesale grocery business might be the beginning of better relations between jobbers and manufacturers. When Work
Can Make
More Work
merits or demerits of the immigration legislation about which we have heard so much during the last few weeks. However, the debate in Congress has brought out certain statements so economically unsound that advertisers can hardly afford to overlook them.

One senator advised strongly against "bringing in new mouths to feed" because he feared business conditions were working along to a place where there would not be jobs enough to go around. There was a decided tendency toward lower prices, he said, and this inevitably would reduce wages to a place where workers would be forced to strike. The outcome was sure to be general business disaster—and so on, ad infinitum.

Without in the least questioning the sincerity of the senator, we may be permitted to remark that he has overlooked the vital and important principle that work k. It by no means follows that lower makes work. necessarily prices are going to mean a smaller net profit and radically lower wages. Advertising can be utilized to increase the sales volume to a place where lower manufacturers' prices can actually mean more money for the producer than could be brought in under the higher scale. This would result in more merchandise being sold and more jobs instead of fewer. When a new job is created and a man hired to fill it, there automatically appears another buyer for the various classes of merchandise required by the average person or in the average home.

Work can produce work. Sales can bring about still more sales. Restricting production or keeping people out of the country is by no means going to solve the problem if prices take a very decided drop. What is needed is more selling—a greater distribution volume. Lower prices ought to be an aid, rather than a detriment, in bringing this about. If advertising backed by lower prices can increase volume so as to make the

net profit actually higher—which it can—then why so much running up of distress signals? What the country's business needs right now is more confidence in tried and true business principles.

Tennis and Business
to illustrate a state of mind which is curious to say the least.

A month after President Coolidge and the ambassadors of most of the leading nations of the world made the drawings for the Davis Cup Matches, which have done so much to promote international friendship, one of America's best players resigned from the competition of the cup.

William T. Tilden, the champion, was told by the Amateur Rules Committee that he was "capitalizing his skill by writing for the newspapers" and thus was exerting a bad influence on the younger generation of players. His immediate resignation from the team followed.

Tilden plays tennis because he enjoys it, and writes about it because he writes well, and there is naturally a demand for the opinions of an expert. It is somewhat of a mystery why this action makes him a professional in the eyes of the Rules Committee while men who are employed as salesmen in sporting goods stores because of their tennis reputation maintain their amateur standing.

There are still some business men who refuse to let their associates write about the business of which they are a part. A man works out a new plan in selling which produces results. He wants to give other men the benefit of his experience. But someone in the organization objects to his writing about it.

With important officers of the most progressive manufacturing concerns in America exchanging ideas for the benefit of industry as a whole, a broadminded policy which has undoubtedly been an important influence in building American trade, it is curious that in some few quarters the other attitude still persists.

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Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel
120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS
Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

PROMINENT ADVERTISING MEN



Who Are

FIRST MORTGAGE
REAL ESTATE LOANS

J. B. Moberly

Real Estate Loan

Officer

MERCANTILE TRUST

COMPANY

St. LOUIS, Mo.



Using

Extension Magazine

The World's Greatest Catholic Monthly Member of the Audit Bureau of Circulations

ELLWOOD TANSEY, Advertising Manager General Offices, 180 No. Wabash Avenue, Chicago

Eastern Representatives Lee & Williamson, 171 Madison Avenue, New York

Western Representatives
Wheeler & Northrup, Wrigley Building, Chicago

Pacific Coast Representatives
Henry De Clerque, Inc.
55 New Montgomery Street, San Francisco, Calif.
San Fernando Building, Los Angeles, Calif.

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MAY MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Drannard Dil	e ar	
	Pages	Lines
Review of Reviews	126	28,341
Atlantic Monthly	111	24,923
World's Work	111	24,864
Harper's	99	22,288
Scribner's	84	18,984
Century	49	10,976
Current Opinion	41	9,238
St. Nicholas	30	6,832
Street & Smith Comb	29	6,592
Everybody's	25	5,790
Our World	24	5,572
Munsey's	23	5,348
Blue Book	19	4,256
Wide World	18	4,200
Bookman	16	3,675

Flat Size

	Columns	Lines
American	403	57,658
True Story	305	43,710
Cosmopolitan	225	32,240
Red Book		30,984
True Romances	214	30,675
Physical Culture	189	27,054
Photoplay	161	23,056
American Boy	111	22,200
Sunset	136	19,483
Motion Picture Magazine		17,812
True Confessions	122	17,500
Hearst's International	117	16,737
Success	87	12,500
Boys' Life	65	11,071
Asia		10,080
Screenland	68	9,833
Elks Magazine	63	9,647
Picture Play		9,385
Real Life		9,353
Metropolitan	57	8,185
Boys' Magazine		4,695
McClure's		2,902

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	726	114,787
Ladies' Home Journal		95,976
Good Housekeeping		73,434
Pictorial Review		60,930
Harper's Bazar		60,585
Woman's Home Comp		57,604
McCall's	250	42,593
Delineator	185	31,530
Designer		27,628
Hollands		24,965

TRAVEL in good company via FORBES

You will travel in good company to the executive market of America via the advertising pages of Forbes. You will have the following business leaders as fellow travellers—passenger list alphabetically arranged — continued from the April 10th issue:

S. W. Straus & Co.
Studebaker Corporation
Swift & Co.
Tabulating Machine Division
International Business M
chines Corporation
Taylor Instrument Companies
Toboy & Kirk
U. G. I. Contracting Company

Utilities Securities Company
Wagner Electric Corporation
Western Electric Company
Westinghouse Elec. & Mfg. Co.
The White Company
Willys Overland Inc.

-to be continued.

When are you going to get aboard?

Write for rates and accommodations

FORBES

Member of A. B. C.

WALTER DREY, Vice-President 120 Fifth Avenue, New York

> Fastern Manager FRANK H. BURNS 120 Fifth Ave., New York

> Western Manager H. S. IRVING Peoples Gas Bldg., Chicago

Financial Advertising Manager EDWIN V. DANNENBERG 120 Fifth Ave., New York

CIRCULATION

and

LINEAGE

Tell the Story of the

NEW HAVEN REGISTER

And Its Commanding Lead Over All Other Papers in the Field

Circulation more than DOUBLE that of any other New Haven paper. More than 40,000 people BUY the Register every night.

91% is within 10 miles of New Haven City Hall.

REGISTER TOTAL FOR 1923

11,331,981 Lines

A lead over next nearest paper of

4,323,458 Lines

THE REGISTER LEAD In Detail

> 1,717,583 lines Local 1,345,503 lines National 1,260,372 lines Classified advertising

Rew Haben Register

Largest Circulation in Connecticut's Largest City

The Julius Mathews Special Agency Boston, New York, Detroit, Chicago

	Columns	Lines
Modern Priscilla	146	24,820
People's Home Journal		17,642
Farmer's Wife	72	14,182
Woman's World	83	14,158
Fashionable Dress	63	10,836
The Household	51	9,762
People's Popular Monthly	45	8,694
Needlecraft	46	7,932
Child Life	51	7,293
Mother's-Home Life	30	5,151
Today's Housewife	25	4,256
Mess.ofSacredHeart(Pg.)	17	3,848

GENERAL AND CLASS

	Columns	Lines
House & Garden	621	98,184
Town & Country (2 is.)	567	95,377
Country Life	487	81,816
Vanity Fair	311	49,188
Radio News	272	40,057
House Beautiful	252	38,925
Field & Stream	246	35,258
Popular Mechanics (Pg.)	156	34,944
System	228	32,685
Normal Instructor	180	30,627
Popular Science Monthly	205	29,332
Nation's Business	183	26,950
Arts & Decoration	151	25,494
Outers' Recreation	168	24,085
Popular Radio (Pg.)	102	22,857
Radio	140	20,608
World Traveler	133	19,569
Outdoor Life	132	18,890
Science & Invention	127	18,728
Scientific American	109	18,584
Garden Magazine	111	17,094
International Studio	119	16,954
National Sportsman	111	15,875
Theatre	98	15,590
Forest & Stream	89	12,770
Motor Life	79	12,506
Business	84	12,056
Extension Magazine	51	8,831
Rotarian	53	7,685
Association Men	50	7,077

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Apr. is.)	353	61,940
Canadian Home Journal	158	27,736
WesternHomeMon. (Apr.)	141	25,531
Rod & Gun in Canada	80	11,550

APRIL WEEKLIES

-				
April 1-6		C	olumns	Lines
Saturday	Evening	Post	586	99,680
American	Weekly		88	24,244
Literary	Digest		123	18,639
Radio Dig	est		51	9,692
Life			55	7,943
Collier's			43	7,372

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Realizing that their life is confining and prejudicial to health, a group of prominent Senators and Representatives recently invited Bernarr Macfadden, publisher of PHYSICAL CULTURE, to come to Washington to address them on health subjects and to outline a physical culture regimen that will keep them fit.

Thus the physical culture idea continues to spread. Physical Culture Health Weeks are now an annual event in many of our leading cities. Two years ago the circulation of PHYSICAL CULTURE was 200,000. Today it is over 350,000—and still growing.

Final forms for the July issue close May 20th.

Physical Culture

Macfadden Building, 1926 Broadway, New York

Chicago

Boston

San Francisco

Los Angeles

Seattle

	Columns	Lines		Column	s Lines
Christian Herald	38	6,545	Woman's Weekly	11	2,122
Argosy-All-Story (Pg)	28	6,412	Nation	15	2,105
Outlook	28	4,136	Churchman	14	1,986
Youth's Companion	24	4,112	American Legion W'kly	13	1,879
Woman's Weekly	21	3,889	New Republic	10	1,543
American Legion W'kly	26	3,846	Independent	6	858
Nation	21	3,097	April 28-30	Column	Lines
Churchman	20	2,900	Outlook	26	3,734
Judge	15	2,182	New Republic	11	1,653
New Republic	8	1,212	Nation	9	1,387
April 7-13	Columns	Lines	Totals for April (Columns	Lines
Saturday Evening Post	485	82,475	Saturday Evening Post	2.053	349,035
Literary Digest	150	22,900	Literary Digest	523	79,518
American Weekly	62	17,182	American Weekly	258	70,822
Forbes	. 88	13,489	Radio Digest	209	39,435
Collier's	69	11,771	Collier's	210	35,814
Radio Digest	. 53	10,049	Christian Herald	161	27,436
New Republic	51	7,612	Outlook	190	27,236
Outlook	52	7,461	Life	155	22,247
Christian Herald		5,490	Forbes	134	20,443
Life	31	4,517	Nation	109	15,356
Woman's Weekly	19	3,482	New Republic	97	14,298
Churchman	23	3,279	Argosy-All-Story (Pg.)	63	14,272
Judge	20	2,955	Youth's Companion	72	12,293
Argosy-All-Story . (Pg.)	13	2,918	Churchman	82	11,567
American Legion W'kly	17	2,570	American Legion W'kly	74	10,674
Youth's Companion	13	2,315	Judge	67	9,610
Nation	12	1,732	Woman's Weekly	52	9,493
Independent	9	1,287	Independent	15	2,145
April 14-20 (Columns	Lines	RECAPITULATION OF	ADVI	FDTIS.
Saturday Evening Post	519	88,358	ING IN MONTHLY		
Literary Digest	140	21,425	FICATIONS		
American Weekly	50	13,840		olumns	Lines
Radio Digest	55	10,341	1. Vogue (2 issues)		114,787
Christian Herald	52	8,990	2. House & Garden	621	98,184
Collier's	43	7,416	3. Ladies' Home Journal	564	95,976
Nation	50	7,035	4. Town & Country (2 is.)	567	95,377
Outlook	46	6,652	5. Country Life	487	81,816
Life	41	5,898	6. Good Housekeeping	513	73,434
Youth's Companion	20	3,532	7. Maclean's (2 Apr. is.)	353	61,940
Churchman	24	3,402	8. Pictorial Review	304	60,930
American Legion W'kly	16	2,379	9. Harper's Bazar	360	60,585
Judge	16	2,323		403	57,658
New Republic	15	2,278	10. American	338	57,604
Argosy-All-Story (Pg.)	9	2,212	11. Woman's Home Com.	311	
			12. Vanity Fair	305	49,188
April 21-27	columns	Lines	13. True Story		43,710
Saturday Evening Post	461	78,522	14. McCall's	250	42,593
Literary Digest	108	16,554	15. Radio News	272	40,057
American Weekly,	56	15,556	16. House Beautiful	252	38,925
Radio Digest	50	9,353	17. Field & Stream	246	35,258
Collier's	54	9,255	18. Pop. Mechanics (Pg.)	156	34,944
Forbes	46	6,954	19.System	228	32,685
Christian Herald	37	6,411	20. Cosmopolitan	225	32,240
Outlook	36	5,253	21. Delineator	185	31,530
Life	27	3,889	22. Red Book		30,984
	12	2,730	23. True Romances	214	30,675
Argosy-All-Story (Pg.)	10				
	13 15	2,334	23. True Romances 24. Normal Instructor 25. Popular Science Mon.		30,627

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FOUR-YEAR RECORD OF MAY ADVERTISING GENERAL MAGAZINES

	SENERAL 1924	MAGAZI 1923	NES 1922	1021	Total
Maclean's (2 Apr. issues)	61 940	51 634		1921 36,925	Totals 196,554
American Review of Reviews Physical Culture Red Book World's Work Atlantic Monthly Cosmopolitan Harper's Photoplay American Boy Scribner's Sunset	. 57,658	54,427	30 261	39,462	190,808
Review of Reviews	. 28,341	· 29,898 31,925 28,104 28,980	30,949	30 390	119 578
Physical Culture	. 27,054	31,925	36,753	23,770	119,502
World's Work	30,984	28,104	29,018 26,379	23,770 30,733 29,344	118,839
Atlantic Monthly	24,004	27 370	25,605	26,095	109,567 104,002 100,023
Cosmopolitan	32,240	27,379 25,605	21,031	21,147	104,002
Harper's	. 22,288	23,731			97,754
Photoplay American Boy Scribner's Sunset Motion Picture Magazine	. 23,056	21,879	24,780 17,511 18,200 18,732 17,012 13,598 14,126	17,657	80,103
American Boy	. 22,200	19,000	18,200	19,074	78.474
Scribner's	. 18,984	19,656	18,732	20,972 21,707 14,014	78.344
Motion Dieture Magazine	. 19,483	19,270	17,012	21,707	77,472 63,763 60,788
Century	10,976	16,856	14,126	18,830	60,763
Century Hearst's International Boys' Life Metropolitan St. Nicholas	. *16,737	*13,001			55,996
Boys' Life	. 11,071	10,280	10 462	13,674	45,487
Metropolitan	. *8,185	*12,891 9,744 10,805	*10,616	12,797	44,489
St. Nicholas	. 6,832	9,744	9,632	10,063	36.271
Current Opinion	. 9,238 *2,902	10,805	7,441 *6,864	5,340 11,023	32,824 29,504
Boys' Magazine	4,695	*8,715 4,930	6,844	7,382	23,851
Munsey's	5.348	4,900	3,541	6,972	20,761
Munsey's Everybody's	5,348 *5,790	*3,813		3,954	15,057
*New size.	493,601 VOMEN'S	495,762 MAGAZIN	450,897	459,551	1,899,811
Vogue (2 issues). Ladies' Home Journal. Good Housekeeping Harper's Bazar Woman's Home Companion. Pictorial Review McCall's Delineator	114 797	103,038	79,261	94 249	201 224
Lodies' Home Tournal	95.976	84,714	70,123	84,248 67,064	381,334 317,877
Good Housekeeping	73,434	70,253	49,987	48,436	242,110
Harper's Bazar	. 60,585	50,416	41 423	43 068	196 392
Woman's Home Companion	57,604	45,462	29,532	38,420	181,018
Pictorial Review	60,930	46,660	29,532 37,714 25,025 24,873	29,103	174,407
McCall's	42,593	39,463	25,025	22,876	129,957
Delineator †Designer & Woman's Mag. Modern Priscilla	27,628	39,463 29,361 24,238	19,417	38,420 29,103 22,876 27,831 23,730	129,957 113,595 95,013 79,794
Modern Prizeilla	24,820	18,734	17,921	18,319	79.794
People's Home Journal	17,642 14,158	17,305	12,240	13,600	60,787
Woman's World	14,158	15,286	13,959	11,684	55,087
People's Popular Monthly	8,694	11,165	8,631	7,327	35,817
Needlecraft	7,932	9,010 *4,480	7,055 X	6,387	30,384
People's Home Journal Woman's World People's Popular Monthly Needlecraft Today's Housewife Mother's Home Life	7,932 *4,256 *5,151	*6,509	*3,370	6,499	\$15,235 \$15,030
Mother 8-Home Line	3,131				
*New size. †Two magazines	647,720	576,094		449,492	2,123,837
now combined. X Issue not p Town & Country House & Garden. Country Life Vanity Fair Popular Mechanics Field & Stream.	ublished.	+Issue del	ayed. ‡Th	ree year to	tal.
Town & Country	196 049	183.614	168.041	171.477	319,171
House & Garden	98.184	78,485	58,718	38,923	274,310
Country Life	81,816	63,066	48,475	†71,477 38,923 48,310	274,310 241,667
Vanity Fair	49,188	45,214	41,164		169,090
Popular Mechanics Field & Stream	34,944	32,648	33,992	35,392	136,976
Field & Stream	35,258	37,209 34,275	32,571 32,004	28,322 32,653	133,360 131,617
System	32,003		27 601	24.461	122.056
Outers' Perception	24.085	27,698	22,825	23,932	98,540
Field & Stream. System. House Beautiful Outers' Recreation Popular Science Monthly. Nation's Business National Sportsman Science & Invention. Outdoor Life Theatre.	*29,332	27,698 27,015 24,210 21,607	22,825 19,563 12,716	24,461 23,932 19,959	122,056 98,540 95,869
Nation's Business	26,950	24,210	12,716	18,228	82,104
National Sportsman	15,875	21,607	18,798	16,622	72,902
Science & Invention	18,728	10,340	10,309	20,959	72,602
Outdoor Life	15,890	18,099	16,177 12,209	15,643	68,809 60,560
Theatre	15,590	*14.479	*9.604	\$12,730	55,397
Outdoor Life Theatre Scientific American Forest & Stream	12,770	17,240 *14,479 15,873	*9,604 11,128	15,521 \$12,730 10,153	55,397 49,924
Torest & Direction		F00.0F7	400 025		
*New size. ‡Two issues.	647,853	588,05/	404,233	466,809	2,184,954
†Three weekly issues. Four	EKLIES	4 April Is	sues)		
Saturday Evening Post	349,035	304,356	†272,847	†230,667	1,156,905
Literary Digest	79,518	81,612	†78,386	186,972	326,488
American Weekly	70,822	792,038	178,851 28,340	†86,972 †40,569 31,216 †28,716	326,488 282,280 114,224
Outlook	727,236	18 770	118,480	128 716	101,789
Collier's	35,814	16.872	123,761	†21,783	
Christian Herald	22,247	20,539	16,455	19,868	79,109
*New size. \$Two issues. \$Four Three weekly issues. \$Four WE Saturday Evening Post. Literary Digest American Weekly Outlook Collier's Christian Herald Life.	9,610	11,533	15,364	18,356	79,109 34,863
Judge	CO1 710	572 161	522,484	468 147	2,185,510
#Five issues.	621,718	573,161	344,704	700,17/	2,103,310

GRAND TOTALS...2,410,892 2,233,074 1,906,147 1,843,999 8,394,112

AtThree O'clock

At 3 o'clock every afternoon, visitors at the offices of the Macfadden Publications witness an unusual procedure.

At this hour nearly every member of our organization goes through a series of setting-up exercises under the direction of an expert physical culture instructor.

This practice is now being followed by many other institutions that realize the value of applying the teachings of physical culture to their own business.

Such is the widespread appreciation of the doctrines Mr. Macfadden has preached for more than a generation.

MACFADDEN PUBLICATIONS, Inc.

Macfadden Building, New York City

True Story Physical Culture True Romances

Metropolitan True Detective Mysteries Dance Lovers

Movie Weekly Dream World Muscle Builder





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The Little Schoolmaster's Classroom

READERS of the Classroom who are going to the London convention will be interested in the following graphic notes of first-hand experience by Benjamin Jefferson, author of the Milline, and advertising manager of Lyon & Healy, Chicago, which the Schoolmaster has just received:

"My recent brief paper on Paris in Printers' Ink brought me a number of inquiries, several of which were in regard to London.

"One correspondent said he was 'just rarin' to go!" I hope he may make the trip. It will not only broaden his viewpoint but it will bring him a great physical benefit.

benent.

"This advertising man wished particularly to know of the cost of comfortable hotel accommodations for himself and wife. I found a typical English hotel in the neighborhood of Hyde Park Corners (there are several there), where for myself and wife I obtained a comfortable room with breakfast for twenty-one shillings a day. This little hotel served an excellent dinner at a cost of four shillings. You can find no better fish anywhere, even in the most gorgeous city restaurants.

"There are seventy-two main lines of buses in London, and one can view from a bus top a panorama of life that is fascinating in the highest degree. As one jogs along the Strand atop a London bus he passes a long line of the finest retail stores in the world. The show windows do not compare with the best we have upon Fifth Avenue, New York, or State Street, Chicago, but examples of superlative handicraft abound on every hand. The pride in long ancestry is very evident and to an American a source of keen interest. The English prove that it is possible for a business to remain in the hands of its founders and their descendants for 100 or even 200 years. Presently, as we rumble on, the character of

the stores change and we come into the fringe of the fashionable district. Here and there a whole-sale firm or warehouse. Then we spy our first advertising agency sign. In another block they begin to appear thick and fast. And on each side of the street are signs bearing the names of provincial newspapers.

"Then, as Ludgate Circus appears in the foreground, we find ourselves in Advertising Land. The thoroughfare is alive with names known far and wide in the realm of publicity. A score of American publishers thrust their signs upon us from various heights and angles. The narrow cross streets, some of them mere lanes, are alive with advertising activities and almost any advertiser might feel that here is a vast machine capable of efficient work, ready and waiting to his hand.

"The London daily papers are very different from ours. The first page is usually classified advertising—mostly real estate. Here and there on the inside pages a few liquor, tobacco and patent medicine display advertisements. On other pages a number of retail store announcements, nearly all of them appeals to gain, and looking for all the world like pages from mail-order catalogues torn out bodily and jammed into the newspaper. Finally a great many steamship, railroad and resort cards.

"Prominent among the announcements was one of the firm of Selfridge and Company. Mr. Selfridge was formerly a Chicagoan and the manager of Marshall Field and Company's retail establishment. Mr. Selfridge was a pioneer in American department store advertising of the finest type. His rule was to have all the Field advertisement proofs placed on his desk each morning. Then, no matter how great his other cares for the day might be, he would take

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his matfor take REPRODUCED THRU COURTESY OF CUNNINGHAM AND FRANK SEAMON OF



Cunningham

COACH-WORK CUSTOM-BUILT EXCLUSIVE

Our success in achieving a technique of such fineness as would reflect Cunningham car "ultraness" and yet print perfectly, is typical of the work of our staff

"HAVE YOU A TASK CALLING FOR ART WITH THAT EXTRA TOUCH OF CHARACTER?"

CAVANAGH & BENSINGER

120 WEST 32 NO STREET, NEW YORK CITY

Art for Advertising

EVENING

Los Angeles, Cal.
Gained 7,249
Daily Average Circulation

hs Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

It Covers the Field Completely

REPRESENTATIVES:
H. W. Moloney, 604 Times Bidg., New York
G. Logan Payne Co., 401 Tower Bidg., 6
North Michigan Ave., Chicago.
A. J. Nerris Hill, 710 Hearst Bidg., San
Francisco, Calif.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.

185 Madison Ave. New York

time to write in little personal touches. But here was a Selfridge and Company advertisement set in very small type, illustrated only by generic line drawings, and making its appeal solely upon the basis of price.

"But it is in outdoor advertising that the British excel. London is a riot of color with its red-andgreen buses and with every bus ablaze with advertisements large enough to be visible a block. Tires, newspapers, soaps, liquors, tobacco, department stores, American articles. fountain pens, and 100 other things are impressed on the public mind by the most lavish use of huge Gothic letters. Or, here and there, giant reproduc-tions of English handwriting. The otherwise dull streets become a carnival of color, and I do not blame advertisers for aspiring to flag the attention of the public by 1,000 moving signs.

"Popularity brings perfection. The general use of decalcomania advertisement signs on the windows of train cars and buses in Europe has resulted in a product that for brilliancy of color and general effectiveness leaves little to be desired. The work seems to be very durable, too, for I saw few cards showing evidence of wear. These signs, of course, are used on the inside of the window so that passengers looking out may be struck with the gay illustrations. They form a supplemental service to the regulation car card.

"The English advertiser is fond of a play upon words. This shows

CANADIAN ADVERTISING CALL IN SMITH, DENNE & MOORE

TORONTO · Lumsden Bldg... MONTREAL · 275 Croig St.W

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Attention: Advertisers!

PRINTERS' INK of April 10 carried the following advertisement, which brought many orders and inquiries, and this insertion is made by way of explanation:

"A SCRIBE"

"In the early days of civilization 'a scribe' was the advertising man of his time. He was a public writer. The advertising men and women of today are public writers, who, like the scribes of old, write for the public welfare. The scribe, or advertising man, is not only a wise man, but a seer who peers into the future.

"I have just written an original, interesting, and instructive book of 28,000 words, entitled:

"SPIRITUAL HISTORY AND DESTINY"

which goes a little deeper into the subjects of advertising, commerce, etc., than any book has ever gone. It takes away dominant autocracy, and clothes the advertiser with Christian authority, and his readers with eager receptivity. Price \$5.00, by mail."

The real object of this book is to increase and encourage advertising, to give a better understanding of advertising, and to emphasize the educational advantages afforded humanity in general by advertising, buying and selling.

In all forms of advertising it is necessary to make either a thing, a place, or a person, the subject of the advertising. All are agreed that some supreme force, creator, or intelligence, is responsible for our existence and for all things, and that it operates lawfully, orderly, and scientifically.

The professions we serve are, above all, aware of this. My book presents the basic rule whereby this fundamental fact may be employed in advertising, buying and selling.

I have placed one of the south middle states of our nation in the foreground, and harked back to first principles, in order that advertising managers, copy writers, and their assistants in all lines, who write for the public, may do so with their virgin minds unadulterated by local or foreign elements that are un-American.

Any one who orders this book may have his money back without a question if at the end of thirty days he is dissatisfied with it. Address all orders to

E. E. SUTHERLAND

Story Building

Los Angeles, California

Havana-

the most progressive city in the tropics. The gateway to the wonderful market of Cuba.

THE HAVANA POST is the only English daily newspaper—and English

is the language of BIG BUSINESS.

Write for data and rates.
GEO. B. DAVID CO.
United States Representatives
New York Chicago

ASSISTANT SALES MANAGER

An opportunity for someone having experience in a specialty line. He must be exceptionally energetic and able to show a record of success. We have in mind a man about thirty. Write, giving complete data and salary expected.

DEFENDER PHOTO SUPPLY COMPANY, INC. ROCHESTER, N. Y.

LOUISVILLE, KY.

One of our accounts requires the services of a high-grade men's wear advertising manager. Previous experience big city work essential. Describe career fully first letter. Confidence assured.

Sales Manager, Jacob Miller's Sons Co., 16th & Reed Streets, Philadelphia, Pa. that levity is a strong natural characteristic. Ben Franklin owed the early success of his Almanac to his levity in predicting the death of a rival. One English sign reads:

"'DON'T GET RUN DOWN,

"This under the picture of an old gentleman who has evidently had an automobile accident. A nation that enjoys levity is on the way to becoming a land of philosophers."

Every time that the Schoolmaster has been in a drug store during the last few months, he asked the proprietor or one of the salesmen what effect the increased advertising of toothbrushes was having on the sale of these products. While dentiof these products. frices of all kinds have been advertised in ever-increasing numbers for several years, until recently the Prophylactic was about the only tooth-brush that had been given the benefit of consistent advertising support. During the last couple of years, however, the Dr. West tooth-brush, the Owen's tooth-brush and the Albright toothbrush have entered the advertising lists.

When advertising competition develops in an industry that has long had only one conspicuous advertiser, it is interesting to note what happens. The Schoolmaster's curiosity was piqued. Hence his miniature investigation. each case, the druggist was asked what effect this new advertising was having on Prophylactic sales. That question led on to others and in a few minutes the whole tooth-brush situation, as it existed in that store, would be revealed. The net of the information given out is this: All of the stores said that Prophylactic was selling as well as ever. Several druggists admitted that its sales were

"GIBBONS Knows CANADA"

TORONTO

MONTREA

WINNIPEG

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ity-

Going to London?

You will need these two WHEARY TRUNKS



Wheary "Steamer"
Wardrobe

for use in stateroom or in the "hold."
Carries 6 to 8 suits, space for dress shirts, hats, shoes, patented sealing device for Government Customs.

HERE are two models of Wheary Trunks that advertising men and women will need when going to the Convention. If you value comfort and appearance, don't go to London without them.

Don't get too large or too heavy trunks—compactness is what you need.

There are 50 models and sizes of Wheary Trunks moderately priced—sold by leading luggage shops and department stores. Write us—for helpful information.

WHEARY-BURGE TRUNK CO.

Racine, Wisconsin



WHEARY Trunks

M

Want More Sales?

One of our clients (New England) keeps a big plant busy entirely through orders received from our direct mail advertising. We give him the same good work that produced \$1,000,000 business for a New York department store from a \$3400 campaign.

Edward H. Schulze, Inc.

Woolworth Building, New York City

Selective Personnel Service

INCORPORATED (Agency)

AN organization specializing in the selection of men and women qualified for positions of responsibility in the advertising, publishing, printing and allied industries.

A service co-operating with advertising and merchandising organizations in securing capable executives of varied experience for their clients.

No Charge to Employers

30 East 42nd Street New York City

Telephone: Vanderbiit 8240

SLIDE-VERTIZE

YOU Furnish the Slides

We get your dealers to display them

At Their Expense

Let Us Tell You How

STANDARD SLIDE CORP. 209 W. 48th St., New York increasing. At the same time the Schoolmaster found that the sales of the newly advertised brushes are good—in some instances remarkable. One small druggist said that he had sold seven Dr. West's brushes the morning of the Schoolmaster's visit.

Where, then, is this new business coming from? Part of it is coming out of the sales of unbranded brushes or the druggist's own brand. In days gone by you will recall that when you bought a tooth-brush, the druggist passed you out a wicker basket filled with a miscellaneous brush assortment. The chances are that you ran your fingers over the bristles of most of the lot before making a selection. One druggist told the Schoolmaster that he had not made a sale out of this basket for months. Other druggists said that it was becoming increasingly difficult to sell unbranded brushes. Even the branded kind that are unboxed are handicapped.

But the biggest end of the increase in the tooth-brush business is coming from people who did not have the tooth-brush habit before. Despite all the dentifrice advertising that has been done, considerably less than half of the country's population gives daily attention to oral hygiene. That leaves a market of more than 50,000,000 persons for the tooth-brush manufacturers. There can still be a good increase in the number of brush advertisers before competition becomes anything but helpful.

That is usually the way it hap-

A.B.C. Est. 1873
American Cumberman

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.



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OTIS

Lithograph Company

Cleveland, Ohio

announce the appointment of Mr. Chas. A. Long, Jr., 1420 Chestnut Street, Philadelphia, Pa., as their representative for Pennsylvania, New Jersey, Delaware and Maryland, who will serve advertisers from sketch to the complete product in the lithographing of Posters (1 to 24 sheet), Broadsides, Window Cutouts, Streamers, Enlarged Advertisements.

Some Manufacturer. **Publishing House or** Advertising Agency

in need of an all-'round sales or advertising promotion man will be interested in this advertisement.

Such a man, one of proven ability—now employed as Advertising Manager for a Business Publication of national circulation—is seeking a connection affording greater opportunities.

Full details will be given to those who address

"R.." Box 53, Printers' Ink

pens. In an under-developed industry, the more advertisers there are the better it is for all con-The more there are the quicker will the unexplored market be blazed. Even in the case of a fairly well-developed industry such as the automobile business, to have a large number of competitors advertising seems to have the effect of driving the saturation bugaboo farther and farther into the distance.

Business-Paper Campaign for Blackhawk Wrenches

The American Grinder Manufacturing Company, Milwaukee, Wis., will conduct a campaign on its Blackhawk line of a campaign on its Blacknawk line of welded socket wrenches in hardware and automotive business papers. This advertising will be directed by Klau-Van Pietersom-Dunlap, Inc., advertis-ing agency of that city.

Pierce-Arrow Reports Profit

The Pierce-Arrow Motor Car Company, Buffalo, for the quarter ended March 31, reports net income of \$78,729, after charges, depreciation, etc.. This compares with a net income of \$105,058 in the first three months of 1923, and losses of \$25,226, and \$489,502, in the corresponding periods of 1922 and 1921.

Plan Direct-Mail Campaign for Hoffman Watches

Hoffman Bros., Inc., maker of watches, New York, informs PRINTERS' INK that it recently registered the word "Fiat" for use in trade-marking some of its watches, and that at the present time, a direct-mail campaign to reach new customers is contemplated.

Retail Grocers to Meet at Los Angeles

6

The twenty-seventh annual convention of the National Association of Retail Grocers, will be held at Los Angeles, Calif., on June 16, 17, 18 and 19.

Wachusett Shirt Company Appoints G. W. Jones

George W. Jones has been appointed advertising manager, in charge of sales promotion work, of the Wachusett Shirt Company, Leominster, Mass.

MULTIGRAPH RIBBONS



Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Rend 2 Ribbons to be Re-Inked at our expense

W. SCOTT INGRAM, Inc. Dept. B, 67 West Broadway, New York City

National Mille

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field. 630 W. Jackson Blvd. Chloago







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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five Cash must accompany order.

First Forms Close Friday Noon: Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, PUBLICATIONS, Etc., of all kinds. First class work; real ser of ani kinda. First class work; real service; country prices. For samples of work see The Hat Industry, 392 Broadway, or Shoe Findings, 200 Broadway, New York. Also others. Two hours (67 miles) from New York. STRYKER PRESS, Washington, N. J. Phone 100.

Printers—An exceptional opportunity to procure a 37 x 52 good, substantial two revolution press at a bargain, awaits Immediate removal necessary. you. Immediate re Phone 3970 Beekman,

\$1000 TO INVEST with services. Prefer small, active ag Thorough, practical experience EVERY phase, including Copy, Mechanics, ALL details. Box 672, Printers' Ink.

For Sale

Multicolor and Universal Printing Press. Perfect condition. Sacrifice. No dealers. Address Box 661, Printers' Ink.

UNLIMITED POSSIBILITIES— WOMAN'S MAGAZINE

Three-fold income—subscriptions, advertisements, patterns; already well established. Highly rated by advertisers and fashion authorities; capital desired for expansion; man with vision and a minimum of \$15,000 can get in on ground floor. Box 686, Printers' Ink.

Have You a Publishing Idea?

We are in a position to launch a good new idea in the publishing field either to the public or in certain trade or industrial fields, such as a syndicated trade-booklets, broadsides, etc. We will be glad to consider proposals along this line, guaranteeing an adeline, guaranteeing an ade-quate interest to the indi-vidual offering the idea.

Box 656, Printers' Ink

LINOTYPER with three machines and assortment of type faces desires to combine with live Publisher, Printer or Monotyper or space with same. Address Box 655, care Printers' Ink.

I have a first-class mail-order book proposition. Book of the highest class and of almost universal appeal. Actually out and selling. Need additional capital to make the most of a good thing. Box 664, Printers' Ink.

HELP WANTED

We need aggressive sales representa-tion for the new Stenpho Steel Sign. This sign is beyond competition and can be made up in any design and any colors in lots of 25 or more. Write The Stenpho Co., Dayton, Ohio.

Wanted-Young man with several years' practical advertising experience and good knowledge of copy, art work, engraving and printing, to act as assistant in advertising department of pharmaceutical and toilet goods house. Write fully to Box 665, Printers' Ink.

LEADING Automobile Publication has opening for man having some writing ability, who is versed in specification and statistical work. Technical training would be advantageous. Position permanent. Salary moderate to start. Advancement depends on effort. Address Box 681, P. I.

CHICAGO REPRESENTATIVE who can sell advertising and is ambitious to con-nect importantly with decidedly novel domestic trade paper. Interview in Chicago week of 18th. Mail particulars and refer-ences. Business Equipment Publishing Company, 320 Broadway, New York City.

are offered an unusual opportunity by the manufacturers of the celebrated Stenpho Process Metal Signs in terri-tories not now adequately covered. Stenpho Signs are made by a new process and are beyond competition. For particulars write The Stenpho Co., Dayton, Ohio.

Publisher wants careful and experienced reader competent judge merits of manuscripts offered for book publication. Manuscripts represent fiction only. Address Box P. Q. R., 654, Printers' Ink.

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Advertising Salesman and Executive can get up to sixth interest for cash in established house-organ business if he has ability to close contracts with high-grade retail merchants and help increase vol-ume of this profitable business. Write or wire experience. Eddenroth Corporation, 6751 Sheridan Road, Chicago.

Young Man

Advertising salesman, splendid opportunity for live wire, salary. Macfadden Publications, Inc., 1926 Broadway (sixth floor), New York City.

UNUSUAL OPPORTUNITY

for a young man around thirty who has imagination, initiative, ambition and energy, in a State Bank in New York City, whose resources are around five million dollars. Banking experience not essential but will be of some assistance. Our Business Extension Department needs the above type of man for the developing of business from its present customers and prospective customers for its Com-mercial, Savings, Foreign, Vaults and Investments Departments. This is not Investments Departments. This is not a manager's job but a real job for a real worker who can take complete charge of this department. If you are the man or know such a man communicate with President, Box 657, Printers' Ink. communicate with

Advertising Service Salesman

We have an opening for an ambitious young man who thoroughly understands the fundamentals of good advertising. We are producers of high-grade advertising services for department stores. Permanent connection. Salary and bonus basis. The work involves almost continuous traveling and should appeal especially to an unmarried man. If you heliave should appeal especially to an unmarried man. If you believe unmarried man. If you believe you can meet our requirements, qualify for interview by letter only. Appointments will be made for week of May 12th. Century Advertising Service, Inc., 244 Fifth Ave., New York.

> HIGH-GRADE ADVERTISING MAN

We have a good position for a man to sell advertising plans to local advertisers in Detroit. Applicant should be about 35 years of age and know a good deal about advertising of all kinds and about business generally. A thorough knowledge of retail and department store conditions is particularly desirable.

This opportunity offers a permanent

This opportunity offers a permanent connection with a prosperous institution, pleasant and congenial surroundings and pleasant and congenial surroundings and a most attractive future. We want a man who is alert, industrious and dependable with plenty of "fight", in his system. In answering please give in detail all previous business experiences, salary expected, age, references and any other information of interest or value to us. Box 659, Printers' Ink.

Experienced Business-Paper Representatives Wanted for Ohio and for the New England States-A leader in the field of mining has an interesting proposition to make to two enterprising adver-tising representatives. We want an Ohio representative and a New England repre-sentative—preferably men who are now successfully handling one or more business or industrial papers. Straight commission. If you are interested, write Box 660, Printers' Ink.

MISCELLANEOUS

USE BENNESON CHALK-PLATES for all line engravings; cheapest; quickest. We have sizes for all requirements. Janes Engraving Plate Co., Quincy, Illinois, U. S. A.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other husiness as may properly come before the meet-ing, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 12, 1924, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Space Buyer, experienced, with known national agency desires connection. College trained and grounded in agency routine. Box Printers' Ink. new Box 658,

PRODUCTION MAN

Five years' experience. Knows Printing, Direct-Mail And Mail-Order Work. Right-Hand Assistant. Contact M. Secretary. Box 679, Printers' Ink.

ADVERTISING SOLICITOR, now employed as advertising manager trade journal, seeks new connection, preferably Chicago headquarters. Offers experience, bersonality, references. Box 668, P. I. personality, references.

Young man, N. Y. U. trained, all-around experience gained in two years with small agency, now seeks copy position. Especially good at headlines. Knows type, paper and printing. Box 666, P. I.

Simplify!

Don't let your advertising record run YOU. Cut waste, red tape. \$60. Age 28; 12 years' experience. Box 684, P. I.

NEW YORK FREE LANCE Eight years' big agencies' copy chief and advertising manager. Box 673, Printers' Ink.

Trade Paper Advertising Salesman

now on road wants to connect with representative trade journal for Eastern territory or would open New York office to represent several non-conflicting papers. Commission basis. Small drawing account. Best references

Box 663, Care of Printers' Ink.

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Available Now-Forceful Bales and Collection Correspondent-Experienced. Sales and Age, 25. Prefers connection with agency or outdoor advertising company. Address Box 678, Printers' Ink, Chicago Office.

IDEA MAN AND COPY WRITER
Have planned campaigns and written
copy for more than ten important accounts. Six years' experience in all advertising media. Thirty-four years old.
Salary, \$3,500. Box 677, Printers' Ink.

AGENCY CONNECTION WANTED

by young man, 27, graduate university advertising course, practical experience copy, engravings, printing. No objection to part-time soliciting. Box 675, P. I.

YOUNG MAN, 27, at present in checking department of an agency, wants position requiring copy and layout work; varied merchandising and banking experience; capable and earnest; I. C. S. student. Box 680, Printers' Ink.

ADVERTISING SALESMAN - Experi enced, reliable worker; successful record; wide acquaintance New York and Eastern advertisers and agencies, now open, seeks opportunity and permanence. Good man for first-class, recognized medium. any field; best references. Box 676, P. I.

Account Executive—Young, aggressive man with ideas and practical ability; well experienced in merchandising advertising experienced in increasing and selection and salesmanship; record as producer; university man with splendid connections; ready for genuine opportunity with live, recognized agency. Box 682, P. I.

Advertising Manager or Solicitor with 18 years' experience as executive and solicitor. Good copy writer and lay-out man. Thorough knowledge of care main. Information knowledge of planning and executive detail and capable of planning and executing campaigns and special pages. Now employed. Good reason for desiring change. References. Address Box 662, Printers' Ink.

EDITOR—Man of comprehensive experience, college graduate, 6 years on two New York dailies and 6 years on trade paper of national scope. Thoroughly familiar with the ins and outs of editorial game from news gathering to putting paper to press. Is after a job where good work will get him somewhere. Box 671, Printers' Ink.

AGGRESSIVE

ADVERTISING MANAGER SEEKS PROGRESSIVE DEPARTMENT STORE

Copy writing worth copyrighting. Can prove it with proofs.

Box 669, Printers' Ink.

A WRITER AND PRODUCER

of good business literature and advertising desires position with firm having a definite policy and offering a progressive future. Start \$3,500 and worth it. Now employed, automotive sales promotion. Box 667, P. I.

WE CONNECT THE WIRES

ELL US about that I vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the vertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

PROVED RESULTS-Advertising man-Plan. copy, layout ager or assistant. producer. Direct by mail and general advertising. Resultful correspondent. Office organization. Age 26. University education. Salary moderate. A proved businessgetter. Ceaseless worker. Box 685, P. I.

ADVERTISING PRODUCTION MANAGER

Five years in studio and large printing plant as layout and production man; 3 years directing production department of medium-sized agency; expert typographer; good all-around man. Box 674, P. I.

COPY WRITER Unusually competent and versatile. At present copy and plan chief old-established agency. Man of seasoned experience, fine principles and sound judgment. Would like to correspond with growing agency in farm or mid-West. Can turn out big volume of supergrade work. Posiout one vitale of supergrade work. Fostively will not handle patent medicine or other low-moral advertising. Salary, \$5,500. Box 683, Printers' Ink.

MORE ADVERTISING FOR A CLASS MAGAZINE

Some class or trade magazines carry five

or ten pages of advertising and deserve thirty to 100 pages per issue.

Will contract to increase advertising for such a publication—and will possibly purchase an interest. Box 653, P. I.

Statistician

Man with six years' experience as head of statistical departments of leading Philadelphia and New York papers would like to connect with live newspaper either to install system privately or as a centralized bureau. Address Box 670, care of Printers' Ink.

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Amplify your BOSTON BROADCAST

WEEK in and week out the Herald-Traveler carries more lines of national radio advertising than any other Boston newspaper. Month after month the Herald-Traveler also leads the Boston field in *local* radio display lineage. Many radio advertisers use no other Boston newspaper.

This flattering preference of radio manufacturers for the Herald-Traveler is a deserved testimonial to unique service rendered.

Seven nights a week the Herald-Traveler entertains appreciative fans all over New England with splendid programs sent out from station WBZ. Every Friday the Herald-Traveler publishes a live radio news tabloid—the only one in the field.

Thus the Herald-Traveler not only covers the existing radio market in Greater Boston, but also is constantly extending that market and creating hundreds of new customers for radio equipment and supplies.

If you contemplate a newspaper campaign in the rich Boston territory, by all means send for our two informative booklets, "The Road to Boston" and "Mistress Boston Goes to School."

These explain in detail why the Boston advertising situation is without parallel in America today. They show how the close relationship between the Herald-Traveler and its family of readers results in satisfying reception for any advertising message broadcast through its columns. They will point out how you must amplify your Boston broadcast if you would reach the most responsive audience in this market.

Write for these two booklets today. Both will be sent you, gratis, upon receipt of request on your business stationery.



BOSTON HERALD-TRAVELER

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